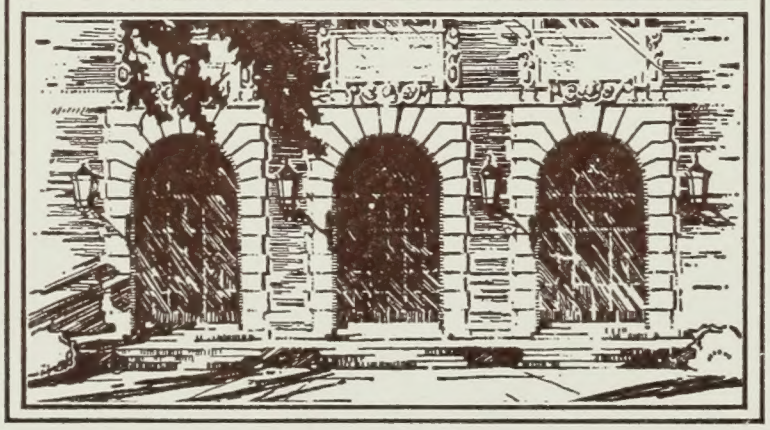
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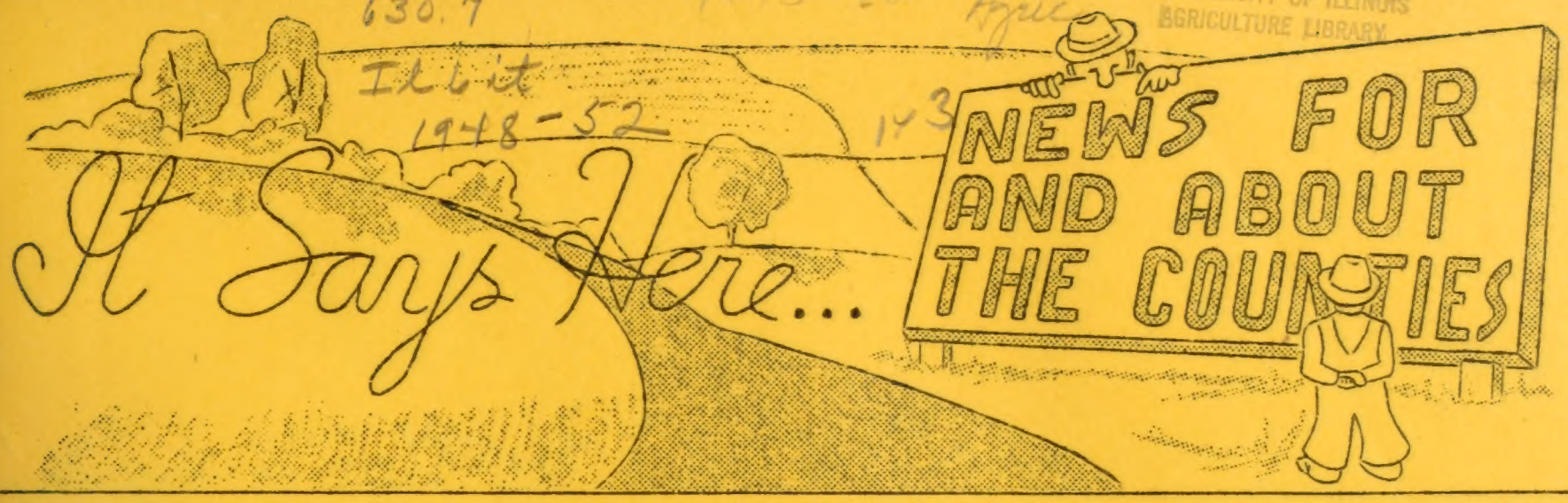


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Extension Editorial Office University of Illinois College of Agriculture

Two Interesting Characters...

Little Archie and big Eddie stopped in and put their feet on our desk without waiting for the fuss and feathers of formal introductions.

"Know what's wrong with you guys?" Archie started out.

Eddie said, "Yah, know what's wrong with all of you guys?"

We said we knew several things that were wrong. What did they have in mind?

"You ain't got a good system of gettin' news stories and radio stuff to yer farm and home advisers, that's what," Archie said.

Eddie said, "Yah, that's what!"

We said we would like to hear more about our faults--the visitors obviously were experienced.

"Okeh," Archie said, "first thing is that farm and home advisers are busy people. Ya know that, doncha?"

We said we were aware of that.

"Then, look whatcha do," Archie went on, "ya preach about deadlines and sending stuff regular and the next minute turn around and send your stuff out to the counties any time you feel like. What kinda system is that?"

Eddie said, "What kinda system is that?"

"Why doncha get wise and send all yer news stories and radio stuff in one package once a week?" Archie asked. "That way the farm adviser and home adviser will know that they got ALL the information dope right there in front of them. If they want to use it, they can use it. If they want to file it, they can file it. If they want to throw it away, they can throw it all away at one time. Sounds pretty good, don't it?"

We said it sounded real good.

"Okeh, why doncha get started?" Archie challenged. "Why doncha start this week?"

"Yah, why doncha get started?" Eddie said.

So--we are getting started.

* * *

All in One Package...

Following the suggestion of Archie and Eddie, this mailing marks the birth of a new information service for you. The detailed explanation is on the attached sheet. We think it's a good way to start 1948, and we'd like your ideas and suggestions.

The main idea is to keep all of our information material in one package, mailed once a week. We hope it will make it easier for you to organize and prepare your weekly releases for newspapers and radio stations.

Press and Radio...

During the fall conference, many of you requested a digest of some of the remarks made about using press and radio in building a strong county information program. Your request flattered us so that we finally got around to making a summary of the remarks.

The outline is enclosed in this week's package. PRESS AND RADIO FOR BUILDING A STRONG COUNTY INFORMATION PROGRAM. You'll note we had the nerve to punch holes in the outline, with the thought that perhaps some of you would want to file this type of material. A 10-cent notebook would do the job.



An Interesting Discovery...

Little Archie and big Eddie stopped in and put their feet on our desk without asking for the time and temperature of several introductions.

"Know what's wrong with you guys?" Archie started out.

Eddie said, "Yeh, know what's wrong with all of you guys?"

We said we knew several things that were wrong. What did they have in mind?

"Yeh sir, you's got a good system of getting news stories and radio stuff to you farm folks and some advisers, that's what," Archie said.

Eddie said, "Yeh, that's what!"

We said we would like to hear more about our results--the visitors obviously were experienced.

"Ooh," Archie said. "First thing is you got farm and home advisers are they people. Ya know that, coochie?"

We said we were aware of that.

"Then, look whatcha do," Archie went on. "A preach about deadlines and send-stuff regular and the right stories around and send your stuff out to us anytime you feel like.

"But what system is that?"

Eddie said, "What kinda system is it?"

"Why coochie got you, and send all your stories and radio stuff in one package once a week," Archie added. "That way this farm advisor and Lizzie advertising dope right there in front of you will know that they got ALL the information. If they want to use it, they can use it. If they want to trim it, they can trim it. If they want to throw it away, they can throw it all away at one time. Coochie pretty good, don't it?"

We said it sounded real good.

"Okay, why coochie get started?" Archie challenged. "Why coochie start this week?"

"Yeh, why coochie get started?" Eddie said.

So--we are getting started.

* * *

All In One Package...

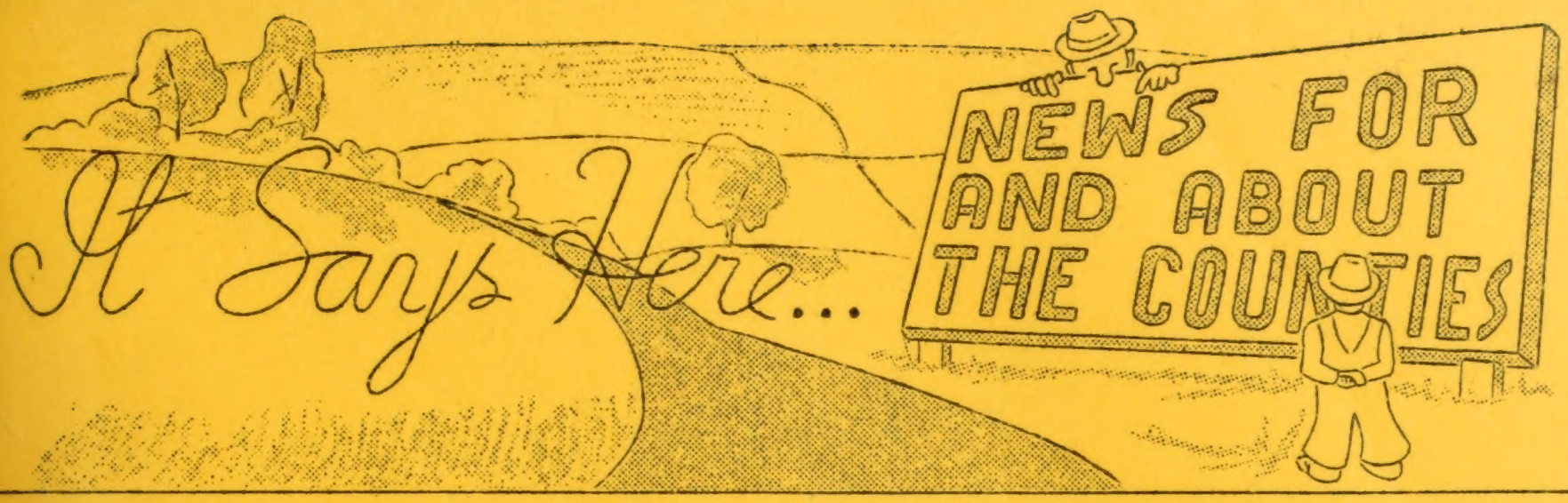
Following the suggestion of Archie and Eddie, this meeting marks the birth of a new information service for you. The detailed explanation is on the attached sheet. We think it's a good way to start IOWA, and we'd like your ideas and suggestions.

The main idea is to keep all of our information material in one package, mailed once a week. We hope it will make it easier for you to organize and prepare your weekly releases for newspapers and radio stations.

Trends and Radio...

During the fall conferences, many of you requested a digest of some of the remarks made about both press and radio in building a strong county information program. Your request flattered us so that we finally got around to making a summary of the remarks.

The outline is enclosed in this week's packet. PRESS AND RADIO FOR BUILDING A STRONG COUNTY INFORMATION PROGRAM. You'll note we had the nerve to punch holes in the outline, with the thought that perhaps some of you would want to file this type of material. A 10-cent notebook would do the job.



Extension Editorial Office University of Illinois College of Agriculture

Report From You...

How many counties send all their news to all the papers in the county? How many have farm or home bureau publications? How many farm advisers have programs on the radio? How many home advisers?

We asked those questions during the fall conference. And we asked some others. The answers are in this week's packet--FARM AND HOME NEWS--Report From the Counties. There's quite a variation from good to not so good.

A Farm Page by Broom...

One of the better farm pages we've seen is the one fathered by Les Broom in the Cairo Citizen. We asked Les to send us copies so we could pass them around. And he did. Your copy is in the packet, a double page spread (in farm adviser's packet only). Note the mixture--local couple wins trip, a top-notch human-interest story on dairying, news about 4-H and rural youth events.

Les reports, "We try to get as much local news as possible...about farmers who are doing a good job...also like to use as many pictures as possible. Cooperation with the newspaper is excellent."

4-H Helps Coming Up...

Youth editor Jack Murray is hard at work putting the finishing touches on a first-rate editorial and advertising mat service which should be in your hands soon after the first of February. It will have illustrated ad layouts promoting 4-H enrollment and the camp program.

Tribute to Fred...

We expect you've seen Prairie Farmer's tribute to Marion county's Fred Blackburn for "Farm Progress in 29 Years." It's in the Jan. 17 issue, and a deserving tribute not only to Fred but to all farm advisers in Illinois.

Incidentally, the new editor, Paul Johnson is plugging the Extension Service. He would appreciate your tips on good farm and home stories. Better yet, he would appreciate the stories.

Grain Conservation...

The grain conservation program should be hit hard the rest of the year. Pegs for stories are easy to find--cull the laying flock, feed cows according to production, market hogs at lighter weights, use a maximum of roughage. Get the dope from the farmers who are following a good feeding program.

Editors Are Busy...

But they are not so busy that they don't like a special invitation to attend your county meetings. What do you have coming up this week?

Check the Mat File...

We've mentioned this before, but it's still a good idea to check your list of visiting specialists with your mat file. We'd like to get the requests for mats in early...at least a week or 10 days before you need them for your first release.

UNIVERSITY OF ILLINOIS LIBRARY



Report From You...

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Farm Page by Broom...

One of the better farm pages we've seen is the one fathered by Lee Broom in the Cairo District. We asked Lee to send us copies so we could pass them around. And he did. Your copy is in the packet, a double page spread (in farm adviser's packet only). Note the mixture--local couple wins trip, a top-notch farmer-interest story on dairying, news about 4-H and rural youth events.

Lee reports, "We try to get as much local news as possible...about farmers who are doing a good job...also like to use as many pictures as possible. Cooperation with the newspaper is excellent."

4-H Helps County Th...

Youth editor Jack Murray is busy at work putting the finishing touches on a first-rate editorial and advertising matrix which should be in your hands soon after the first of February. It will have illustrated ad layouts promoting 4-H enrollment and the camp program.

Tribute to Fred...

We expect you've seen Prairie Farmer's tribute to Marion county's Fred Blackburn for "Farm Progress in 25 Years." It's in the Jan. 17 issue, and a deserving tribute not only to Fred but to all farm advisers in Illinois.

Incidentally, the new editor, Paul Johnson is judging the Extension Service. He would appreciate your tips on good farm and home stories. Better yet, he would appreciate the stories.

Grain Conservation...

The grain conservation program should be hit hard the rest of the year. Page for stories are easy to find--call the laying flock, feed cows according to production, market hogs at lighter weights, use a maximum of roughage. Get the dope from the farmers who are following a good feeding program.

Visitors Day Idea...

Not that they are not so busy that they don't like a special invitation to attend your county meetings. What do you have coming up this week?

Check the Mat File...

We've mentioned this before, but it's still a good idea to check your list of visiting specialists with your mat file. We'd like to get the requests for mats in early...at least a week or 10 days before you need them for your first release.



Extension Editorial Office University of Illinois College of Agriculture

Farming Is Big News...

"Agriculture is the biggest news in any farming country."

That's the first sentence in the story FARMING IS BIG NEWS which appeared in Capper's Farmer a while back. The story is about the bang-up job a Texas newspaper is doing in playing up farm and home news. It's also about the cooperation of the newspaper with the farm and home agent.

The story made such good reading that we wanted to pass it around. So, we asked Capper's if they could furnish us a thousand reprints--one for each of you and one for each weekly and daily newspaper in the state.

They did, and your copy is enclosed. Copies also will be mailed this week to your weekly and daily newspapers. Next time you see them, you might get their opinion on the article. And we would like yours.

Advertising Helps for 4-H

Going out in a separate package this week are copies of your editorial-advertising "clipsheet" aimed at helping you promote both the 4-H enrollment and 4-H camp fund-raising drives.

As far as we know, this will mark the introduction of an Illinois educational advertising service. There's a copy for each newspaper in your county. And there are few country newspapers that won't welcome an opportunity to make use of the ad layouts and the mat illustrations.

Suggestions for handling the material are included in the package. If you would like more of this kind of stuff in the future, give us the word.

Headlines to Farm Advisers...

How many of you noticed the Prairie Farmer story about the Piatt county Farm Plan? It's on page 6 of the Jan. 31 issue. That's Farm Adviser Kamm looking happy in the middle.

On page 10--same issue--the story on lime stockpiling in Fayette county. And friend J. B. Turner receives just credit for his direction of the program.

Hard-working Adviser Tammeus shows how weed control boosted corn yields in his county. The story is on page 18 of the Feb. Country Gentleman.

Have we missed anyone? We only get to look at the magazines after midnight.

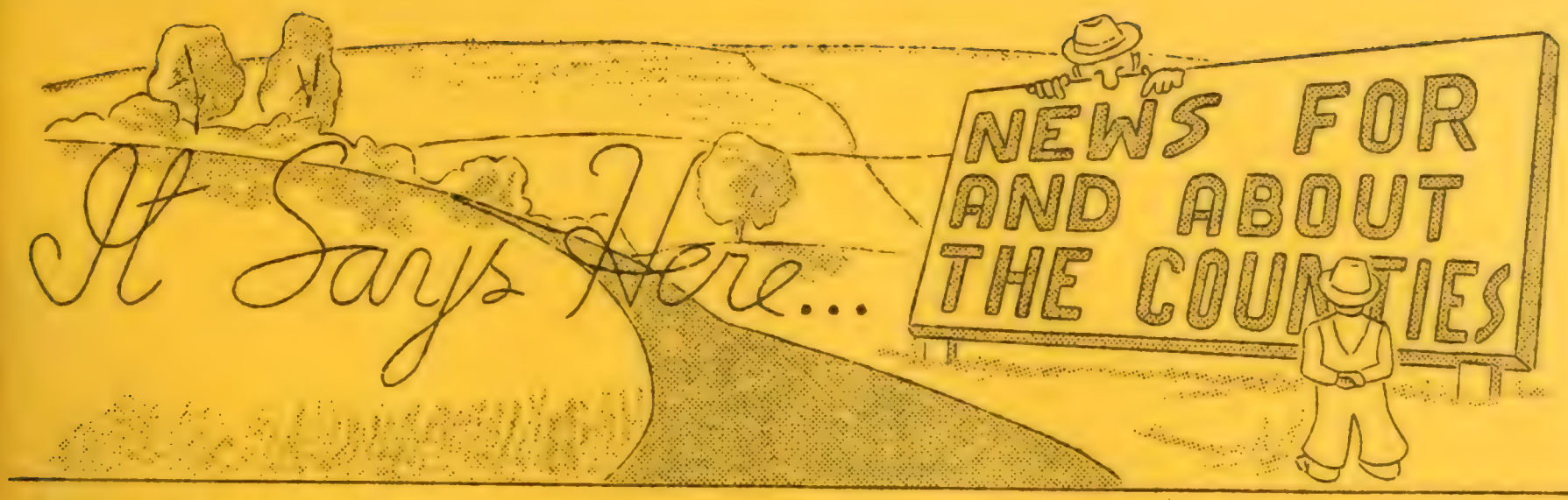
Attention to 4-H Leaders...

There's a place for "advance" and "follow-up" stories on the district conferences for local 4-H leaders. It's an opportunity to give a pat on the back for the good work these folks are doing. They deserve the attention.

A Question Is Answered...

From Macon county, assistant farm adviser Kent Alverson writes, "Is it correct that the weekly and daily press releases are mailed directly to the newspapers and that there is no need for our sending them on?"

Kent has the right information. The releases with the printed mastheads are sent directly from here to the newspapers and stations. Copies are sent to you for reference purposes. Your outlets should be receiving the material. If not, drop us a note.



Extension Editorial Office University of Illinois College of Agriculture

Response Rolls In...

Requests have started to roll in for the 4-H clipsheet mats. We've ordered more mats so that the supply will be on hand when your newspapers order.

Your newspapers will be looking for ways and means of increasing advertising space during the next few weeks, so it would be a mistake not to get the material to them just as soon as possible. Many of the mats will be good the year round. For that reason, you'll probably want a supply in your office.

On the Fire...

Coming up within the next few weeks will be the "Illinois Fly-Free Program" under the direction of Mr. Petty. This program, as many of you know, is being sponsored by the Extension Service and the IAA in cooperation with the Illinois Natural History Survey.

Special promotion material will include another editorial-advertising clipsheet, kits of news stories and radio material, two special leaflets on fly control on the farm and in the city, and a special circular. There also will be suggestions for promotion material that can be produced in the counties. Some of that may be furnished by the IAA. Bob Walker is riding herd on the promotion end of this program.

Spring Clean-Up...

Another cooperative program with the IAA is Spring Clean-Up Week. A letter was mailed this week from Mr. Whitlock and Mr. Murphy. There will be special promotion material to support this program too.

Yellow - But Not Yellow Journalism,..

Favorable comment is heard about the office each week as the Iroquois Farm News copy rolls in. Kenneth Imig, farm adviser, sends his weekly farm newspaper copy out to his county papers on yellow paper. It's bound to get attention in any newspaper office.

This week's batch of stories numbered nine and in addition had a number of shorts, all newsworthy. He cites National 4-H Club Week, carries a number of locals about club work in the county, reviews suggestions on controlling roaches, repairing farm machinery, using pastures in cattle feeding and the importance of gardens this year.

The office also receives weekly stories from Kenneth Flake's office in Henry county. From the copy we can tell he is keeping the farm editors informed in that area.

We would like to have our name on other mailing lists for copies of weekly material going out. It will help us to know what is going on in your area. Much of it can be used on our radio programs.

Radio on the Wall..,

Several county offices are using the weekly and monthly advance radio schedules of the University to advantage. As the schedules are received they are placed on the bulletin boards. Ed Barnes, Richland county, for one, says that not infrequently half a dozen folks at the same time are observing the farm and home economics programs over W-I-L-L.



Extension Editorial Office University of Illinois College of Agriculture

Notes On 4-H Mats...

We've been going over the orders for the 4-H advertising mats. You'll be interested to know that nearly 100 orders have been received. But we have these suggestions:

1. If you are planning special attention during 4-H Week, make sure every paper in your county gets a copy of the "Advertising Helps."

2. If you can't find the time to call on the editor, send him a copy of the material with a personal letter. He'll appreciate it. Means more business for him.

3. Don't order more mats than you can use. One mat can be cast a number of times if it is to be used in the same publication. Extra mats of the same illustration should be ordered only if they are to be used in different publications.

4. If you are planning to use the mat service later in the year, we would like to know so that we can order a supply of mats.

5. As mentioned before, the newspaper will sell ads to local business firms and everyone benefits.

Exclusive To You...

While the 4-H layouts were designed for all newspapers in your county, this week's packet contains another editorial mat from soils expert C. M. Linsley. And this is exclusive to you for your use.

The title is "Clover Made the Difference." And there is some good copy to go with it.

You may have suggestions for topics or types of subject matter that could be illustrated. If so, let us know.

Also in the Packet...

The 8th in the series of pictorial charts from Dr. Roland W. Bartlett also is in the packet this week. This chart shows how much goes into the city price of milk besides the payment to the farmer. It makes interesting "looking," as well as interesting reading.

Anderson Makes a Point...

Farm adviser W. C. Anderson mentions that good use is made of the illustrated mats but asks why the copy is included. The big reason has been so that the copy won't get lost from the illustration. But it does make a bigger, more expensive mat.

We would like your vote as to whether educational mats of the future should or should not have the copy matted along with the illustration.

News Services Too Late...

A collective thanks to all of you who have reported on the "late arrival" of both the news package to you and the new news services to newspapers and radio stations.

We are growing grey-haired trying to figure out the right answer. But we still hope to find it. Any suggestions?

Stories On Safe Homes..

There are good local stories on the Illinois "Safe Homes" program. Our top home reporter tells us that so far more than 61 counties have enrolled this year and more to come. Last year 10,000 farm and city families in 50 counties took part in the program.



Extension Editorial Office University of Illinois College of Agriculture

Orchids to Jackson...

This week's orchid bouquet goes to the energetic Ruth Jackson, youth assistant in Marion and Clinton counties, for an outstanding job of promoting 4-H club work in the two counties.

So far we've seen full pages of ads and editorial copy in the Salem Republican and the Breese Journal promoting the enrollment drive. We'd guess that Ruth has given the other papers in the county similar attention.

More Orders, More Orders...

Here's a March 1 report on orders for mats from the 4-H clip sheet. Requests have come in from newspapers and the farm adviser's office in 38 counties. In 11 counties requests have been received from the farm adviser's office only.

This makes a total of 49 counties that we've heard from. No word from the remaining 51. But Jack Murray says the orders are still coming in as counties get lined up on their camping program.

Still on 4-H...

Just two other mentions on the important topic of 4-H club work.

If you haven't already seen it, take a look at the nice job Prairie Farmer did on the camping program. Page 5 of the Feb. 28 issue. Same issue, page 8, the editorial on club work.

Also, here is a fine sprig of alfalfa blossoms to Kent Alverson, Macon county assistant farm adviser for the 4-H club mention in their Feb. farm bureau publication.

In This Week's Packet...

In the packet this week is another mat illustration to go along with a story by Professor Wilcox of the ag. economics department.

The story and illustration show how farmers have increased production per man during the past 30 years. Wilcox will have more material along the same line in the future. Copies of the mat also were sent to all newspapers in the state.

Copy to the Printer...

Special promotion material to support the "Illinois Fly-Free Program" went to the printer this week.

A story for your use in announcing the program is in this week's packet. And we are sending out a state-wide story to all weekly and daily newspapers.

This program should get a lot of publicity if it is handled right. I'd make sure your local editors are informed about the program just as soon as possible. They will carry a lot of the load if they are brought into the planning phases of the program.

Ideas for News Messenger...

From time to time we receive suggestions for improving, changing or revamping the News Messenger. In the future, we want to give the publication more attention. So again we would like your ideas. What should the publication be? What should it contain? Who should it be written for? Should it be written at all?

3/4/48



Extension Editorial Office University of Illinois College of Agriculture

Question On Radio...

From Fulton County, J. E. Watt writes to ask about possible policies covering the use of radio material on commercial stations and sponsored programs. Thought there might be others with the same questions. Here's as much as we know:

There are no restrictions on the use of news material from our office or from your office on sponsored programs. Much of the news from here is picked up by the wire services and made available in another form anyway. We trust the stations will use good judgment in their use of the material.

What about appearances on sponsored programs? So far as the state office is concerned, there are no policies that prohibit appearances of staff members on sponsored programs. A number of specialists appear occasionally on such shows.

These are the guide lines: The sponsor should be a respectable business and the product should be reputable. The appearance of a staff member should in no way indicate endorsement of the product and should be separated from the commercial announcement by music, some other announcement or a disclaimer statement.

If you have other questions, shoot them in and we will try to find the answers.

Spring Clean-Up and Fly Control...

There is a natural publicity tie-up between the spring clean-up campaign and the Illinois Fly-Free Program. Clean-up and sanitation are the first steps in any program to control flies.

McCalls Feature 4-H...

You might make a note to take a look at the May issue of McCall's magazine. We've had a report that 4-H club work will be one of the featured stories. A group of Kansas 4-H delegates to Washington last summer will be pictured.

Most of the national magazines are on the lookout for good youth stories. We should be keeping them informed on what we have to offer in Illinois.

Farm Policy Series...

In this week's packet is the first of a series on problems of a long-range agricultural program prepared by Dr. Case.

As you will note, the series is being sent to all weekly and daily newspapers in the state. You may want to use the series, or at least some of the articles in your publications.

It seems extremely important that we generate as much discussion as possible on agricultural policy questions. This should give us a good start.

Lee County Scores...

Lee county's C. E. Yale and June Pilgrim can take a bow for a nice job on the LEE COUNTY FARMER. The March 1 issue carried the portrait picture of Dean Rusk. And there was a good mixture of local and subject-matter stories.

Newspaper size and style, the publication is delivered bi-monthly by the Amboy News. In this issue were stories on the local 4-H fund committee, the new DHIA tester, SCS meeting, care of baby pigs and so on.



Extension Editorial Office University of Illinois College of Agriculture

Plant Food Needs...

In this week's packet is another in a series of illustrated mats prepared by soils expert C. M. Linsley. The chart shows the amount of plant food removed by corn, soybeans, oats and clover.

We think there's too much copy on the mat, but here's a suggestion. You can have the printer saw off the copy, and it can be reset as a separate story, or you can condense it. In the future we will try to keep the amount of copy much smaller and have it set in larger type.

Help With Radio...

Home bureau members in Sangamon county are getting all set to do a bang-up job with radio over station WCDS. Jessie Heathman reports that home bureau member Mrs. Loyd Jacobs has been named director of radio for the county and each unit has a radio chairman. These women will work closely with home adviser Ruth Skaggs in developing the weekly radio program which goes on the air every Saturday morning from 9:15 to 9:30. Those of you who would like more information on the Sangamon setup may want to get in touch with Miss Skaggs. Jessie will be glad to answer any questions you have too.

In Our Office...

Shake hands with a new staff member in our editorial office. Helen Chamberlain joined the family this month in the role of editorial assistant. She will get the blame for the editor's mistakes.

A Batch of Orchids...

There's a batch of orchids to be handed out this week for the fine jobs being done on 4-H promotion.

Henderson county gets the first one. Farm adviser A. J. Rehling sent us a copy of the Stronghurst Graphic, and the 4-H symbol was sticking out all over. Most of the businesses in the town used ads from the clip sheet to promote the 4-H program. Just for fun, we made a count. This is what we found out. More than 42% of the total advertising space in the paper was devoted to 4-H promotion. More than 28% of the editorial space was about 4-H. And a total of 39 business firms sponsored 4-H ads. That is what we call community cooperation. And the newspaper editor must have a warm spot in his heart for 4-H work.

McDonough county gets orchid number 2, and it should be shared with the Macomb Daily Journal. We didn't make a count, but we would guess that more than 25% of the total space in the paper was devoted to 4-H editorial and advertising material.

Number 3 goes to LaSalle county, where the March issue of The Organized Farmer was dedicated 100% to 4-H club work.

We know there are other good jobs, and we surely would like to have copies of publications which have made use of the special promotional material. And we would like to have any comments or suggestions you have for improving this type of material in the future.

3/17/48



Extension Editorial Office University of Illinois College of Agriculture

Frankly Flabbergasted...

You'll appreciate the fact that we were proud of the 4-H advertising-editorial clipsheet. But frankly we were flabbergasted by the way you folks took hold of the thing.

Copies of newspapers using the material are coming in from all sections of the state. Can't mention them all here.

One of the best was Ralph Broom's copy of the Marion Evening Post. Right smack in the middle of the Saturday issue was a double-page spread devoted exclusively to the 4-H membership drive. That's about 280 column inches of editorial and advertising space. There were 14 local firms sponsoring ads. The lead story starts out: "Williamson county 4-H Club members have set their sights on 129 new members in 1948...." The story goes on to explain the local program.

From Sullivan, Paul Krows sends a copy of the Bethany Echo with 4-H ads and editorial copy spotted on almost every page.

And we can't let 4-H promotion go by without mentioning the top-notch leaflet put out by the folks in Ford County on the 4-H Camping Program. In the letter to "Friends of 4-H" which was sent with the leaflet, the observation is made that "It costs $5 to feed one pair of rats for a year on the average farm. Can you afford to spend as much on youth work as it costs to feed two pairs of rats?"

We hope your copies of 4-H promotion material are on the way in. We're getting set to make quite an exhibit.

Too Late--Too Late...

Farm Adviser Clinton Cutright spikes us severely for getting some stories out too late. And he has convincing examples to prove his point. Our heads are hung in shame.

We will do better. But we want to mention a couple of small points in meek defense. To do the most effective information job, material should break as close as possible to the time farmers are thinking about the problem. If you get ahead of their thinking, you can't catch their interest. Too late, of course, is worse.

Illinois stretches long from north to south. So it's a little rough to catch the right psychological time for all farmers in all sections.

The best policy in the future will be to catch the "early birds" and trust that you men in the north will hold the stuff for the "right time."

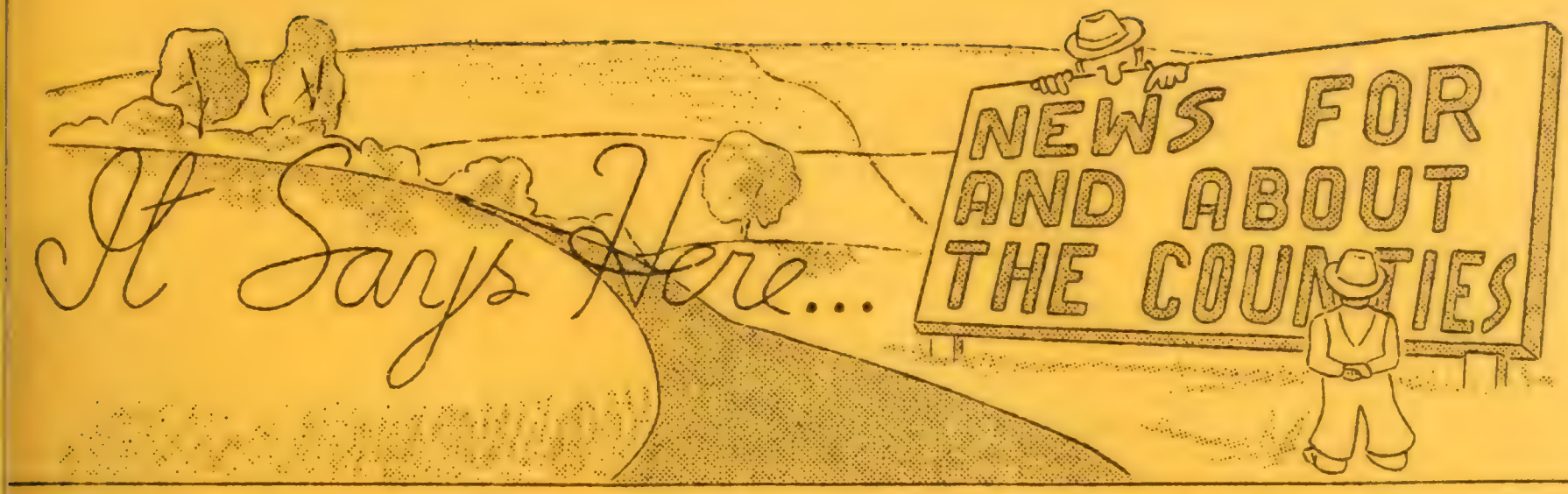
Win Friends--etc...

One way to win friends is to bring local people into your information program. And it will increase readership.

A phone call to the local elevator will give you the dope needed to localize a story on moisture content in corn coming to market. Let the local hatcheryman add his comments on the story covering the care of baby chicks. The local veterinarian could contribute to any story covering his field. And the major effort would be a phone call.

The best comments, of course, come from your own farmers and homemakers.

3/24/48



Extension Editorial Office University of Illinois College of Agriculture

The Power of the Press...

This week you received special promotion material pointing out the dangers of "get-rich-quick" custom spray operators. You may be interested in some of the background.

For several weeks, H. B. Petty has received reports about questionable custom spray operators soliciting Illinois business. At least one concern had worked in Iowa last year--and claimed the cooperation of the Iowa Extension Service.

Their Iowa claims were checked by Pete last week and found to be false. In fact, Iowa farmers were being warned to be on the lookout this year. Wallaces' Farmer had run a story attacking their practices.

Saturday morning, Pete and the Editorial Office got together. A call was put in to Wallaces' Farmer in Des Moines. Editor Murphy agreed to send reprints of their article. Rough outlines for suggested stories were put down. These were written over the week end.

Monday the stories were checked. First with Pete and then with representatives of the IAA.

Monday afternoon the stories were checked with Fred Siebert, director of the School of Journalism, to make sure there were no violations of libel laws.

Next, they were sent to you for your information and your use. We will have to wait to measure the "power of the press."

Two leaflets, a circular, an editorial and advertising clip sheet and a kit of news stories are in the mill to help promote the Illinois Fly-Free Program.

Office Calls Make News...

Have wondered if any of you ever tried out the suggestion of having the office girl keep notes on the problems which farm folks bring into the office during a week's time.

It's still our bet that there are 2 or 3 good stories--local stories--that can be written every week just from the note jottings on office calls. People make news.

Others Would Like to Know...

Have been taking a long look at Ray Nicholas's good stuff in the Lake county DIVERSIFIED FARMER & HOMEMAKER, which we received in the office.

This 16-page issue has a liberal flow of action pictures and a nice mixture of local and subject-matter stories.

Ray, of course, is known in Lake county for his "Day by Day" column which runs through the paper. The column is written in the form of a diary and packs in names, human interest, spot news and timely farm and home information.

We think the rest of you might like to know the secret formula that Ray follows in keeping track of all the news items that find their way into his column. So we've written Ray asking for the details.

Thanks for the Clippings...

Once again "thanks" for sending in the copies of your newspapers featuring 4-H club work. Most recent arrivals were from Pulaski-Alexander, Clark, Adams, Iroquois, Saline, Macon and Edwards counties.

3/29/48



Extension Editorial Office University of Illinois College of Agriculture

We Have Positive Proof...

Now it can be told. We have proof--positive proof--that someone reads this message. And we have it in writing. It comes from Cass county's E. E. Greer and Frances King. Quote--We have been watching with interest your yellow sheet "It Says Here." Unquote.

With the letter were clippings from almost every paper in the county showing promotion of the 4-H club work. The display totaled something like 380 column inches of promotion space.

Listen to People Talk...

Saw Ray Nicholas at a farm lease meeting in St. Charles last week. And we asked him about his methods for keeping track of material for his "Day by Day" column.

Ray has a little black book which he carries with him all the time and which he devotes exclusively to news notes--nothing else. Just news notes. When he sees something interesting or when he hears something interesting, he makes a note in the little black book. The book is with him at meetings, on field trips, farm visits and in the office.

But a black book doesn't write its own notes. Ray does that. And here's what he says: "When I got in the habit of writing news material, I became more interested in what people were saying--I found myself listening more closely. And when I drive in the country, I find myself watching for things to write about. Things are observed more closely."

A little black book--a little listening and a little watching. That's how news is born.

News from Dirty Snow...

Dirty snow may be dirty snow to most of us. But to Bill Tammeus, dirty snow in the ditches along the road means a news story. And that's probably why Bill has good stuff in his news columns.

When he drove along the road this winter, Bill noticed the dirty snow along the road next to plowed fields and the clean snow next to fields with good top cover.

In the newspaper the next week, Bill's readers were reminded that a lot of valuable potash, phosphorus and nitrogen was ending up in the ditches along the road, where it wouldn't do much to improve a crop this year. That's a lesson anyone can "see" in the wintertime.

Bill also has a black news book. He also has a manila folder in his desk marked "This Week's News." Through the week, his accumulation of "listening" and "watching" goes into the folder. On Friday morning, the news is ready for writing.

A little black book--a little listening and a little watching. That's how news is born. Dirty snow is exciting if you look at it the right way.

Home Advisers Note...

Nan Shaw, Housekeeping Editor for the magazine ELECTRICITY ON THE FARM, is looking for good short articles on how Illinois homemakers are making electricity work for them in the home. She also would like good pictures. They'll pay for the material. There's your chance. Send your items to Miss Shaw, 329 Memorial Union, Ames, Iowa.



Extension Editorial Office University of Illinois College of Agriculture

In Last Week's Packet...

We learn a little every day. Two weeks ago we wrote that we were sending material on "unethical spray operators." We said there would be a reprint of an article from Wallace's Farmer.

But the article didn't come when we thought it would. It came last week and we just managed to get it in the packet. Next time we'll wait until we've got the "bird in the hand."

In This Week's Packet...

It isn't news that gasoline and tractor fuel probably will be short this summer. Frank Andrew and J. A. Weber put down 50 ways to save tractor fuel for us to use in news stories. But we thought you might like to have the complete list in one package--so a limited number of copies were mimeographed. We're sending 5 copies in this week's packet. You may want to give a copy to your main fuel service companies. They may want to get the material printed or duplicated for all their customers.

5 Pages of News...

Just finished reading every word of "5 pages of news" from Henry county. Farm adviser Kenneth Flake, assistant adviser Ralph Borman and youth assistant Gerald Miller share the 5 pages of news with stories on "4-H concrete school," "suggestions for local bowling event," "red clover renovation," "new wool marketing plan," and stories processed from here. The material is sent to all weekly and daily papers as well as radio stations.

Fly Control Promotion...

Your fly control promotion material is being put in the mail this week. You will get the fly control kit containing single copies of FREEDOM FROM FLIES ON THE FARM and FREEDOM FROM FLIES IN THE CITY, one copy of the Editorial-Advertising clip sheet, and copies of stories that can be used in pushing the program in your county. Additional copies of the clip sheet will come in the bulk mailing to follow to supply all newspapers in your area. Also, 400 copies of each of the leaflets will be sent you.

You can handle the clip sheet the same as the 4-H clip sheet--acquaint your editors with the purpose of the ad layouts and the program in the county. The editors sell the ads to local firms cooperating in the program.

The big splurge in the newspapers will help the most if it breaks about 2 weeks ahead of the time you want to get the spraying job done--about May 10-15. Since the editor has to order his mats, he should get a copy of the material just as soon as possible.

News About Farms, Farm Homes...

The banner across the top of the Harrisburg DAILY REGISTER reads "News About Farms, Farm Homes and Families." That is one of the most attractive farm reporting jobs we've seen. On the next page is a farm page supplement headed "Items of Agricultural Interest"--making two pages of farm news per week. Credit for this job probably should go to the editor and Paul T. Wilson. More on Paul's formula for reporting next week.

4/13/48



Extension Editorial Office University of Illinois College of Agriculture

Dairying Will Make News...

Twelve southern Illinois counties are all set to turn loose special promotion materials to tell the world about their "6-Point Dairy Program."

The program has been in the making since early last fall. It's a 'grass-roots program, built from the county and farm level. Farm Adviser W. C. Anderson started the ball rolling last fall. And other counties joined in. Specialists from dairy, ag. engineering, vet. medicine came through with subject-matter material. Francis Longmire helped guide the organization, and the editorial office put the wraps around some special promotion material.

The whole 6-point program is geared to a new leaflet--"A 6-Point Dairy Program for Southern Illinois." It's 8 x 10 in size, concise and designed to be read at one sitting. The leaflet presents the 6 points of the program.

Coupled with the leaflet are two series of advertising layouts and a kit of special stories. The ads are designed for release each month during the year. Bankers, milk plant operators, cream stations, feed and seed stores and fertilizer dealers are being brought into the program.

No News From Wilson...

On our trip south, we stopped to ask Paul Wilson about his news-gathering habits in Saline county. He wasn't in, so we talked with Editor Small of the Harrisburg Register. We'll have extra copies of the double-page farm spread to send to you before too long.

First Requests Are In...

The first orders have started coming in from newspapers requesting mats for the fly control ads. This means some farm advisers were on the job early.

Unless we are way wrong, your local papers will push the program hard if you talk it over with them. They need the layouts early so that they can get the ads sold ahead of your big drive.

Neat Copy Helps...

Saw some neat, clean news copy when we stopped for an early-morning visit with Home Adviser Mary Butler in Mounds last week. Home news goes to the three papers each week. The copy is double spaced with wide margins and plenty of room at the top and bottom.

Pulaski-Alexander is one place where coordination already is working. Mrs. Butler says the home adviser, farm adviser and youth assistant talk over mutual problems every Monday morning,and it helps tie the loose ends together.

Front-Page Headlines...

There's a lot of farm and home news that should rate front-page headlines. E. A. Bierbaum turned the trick last week with a first-rate story in the Anna paper about the county-wide soil conservation meeting.

In the same issue was a series of three pictures showing the new soil-testing laboratory being set up in Vienna. The lab, supported by 20 banks in 7 counties will be a big help to the soil conservation work in that area.

4/22/48



Extension Editorial Office University of Illinois College of Agriculture

Some Plain Talk...

Farm advisers from District 4 met at Jacksonville the other day. And they gave out with some plain talk about what they wanted in the way of information. To put it in different words, this is about what they said:

We want the latest in agricultural information. We want that information while it is still new. We want it before all the farm magazines get it. And we want it boiled down, concise and to the point. We don't care how fancy it is, just so we get it.

That's pretty straight talk--we suspect it's the kind of talk some of the rest of you would like to present. There's a meeting of farm advisers in District 2 this week, and we'll see what they say.

Up For Discussion...

Still on the subject of "what's wanted in the way of information": Dean Rusk has appointed a committee, headed by Dr. Card, to have a look at what the Extension News-Messenger should be, or whether it should be at all. Many have expressed the thought that the Messenger tries to do many things, but doesn't do any of them well.

What kind of an Extension publication should we have? Should a publication be devoted primarily to agricultural and home economics subject-matter research, with emphasis on research? Should it be devoted primarily to news about the counties? Should it be devoted primarily to news about extension events and programs? It's your publication. You should help decide what you want.

This Week's Packet...

In this week's packet is a list of printed and mimeographed publications having to do with FARM LAW. H. W. Hannah is the man to contact if you want any of these publications.

Radio Spreads the Word...

Douglas county Home Adviser Jeanne Osborne reports that her radio program has a double-barreled purpose. She has a regular spot on the Tuscola station. She says she not only reaches thousands of persons directly with the material she puts on the air, she gets a second contact with them when they request bulletins which are mentioned on the program. Jeanne also sends home news to the eight weekly papers in the county and has a 2-page section in the Farm Bureau publication.

Freedom From Flies...

We suggested that you might want to reprint the fly control leaflets in your farm bureau publications for mass distribution.

In Vermilion county, Adviser Orin Hertz did just that in his Farm Bureau BOOSTER. It took less than a page to tell the story.

In fact, the entire publication is jam packed with the latest information on fly control, grasshopper control and weed control. The theme is even carried onto the cover.

If any of you have special promotion programs going on the fly control effort we would like to hear about them.

4/29/48



Extension Editorial Office University of Illinois College of Agriculture

This Week's Premiums...

There are some extra premiums in this week's mailing. Here they are:

Harrisburg Register: Editor Small of the Harrisburg Register was good enough to send us 100 copies of his April 24 issue. You'll be interested in the double-page spread of farm news--pages 4 and 5. Plenty of farm and city readers will turn to those pages. Notice the variety of topics and the attractive make-up. You can check 6 stories from Paul Wilson. But Paul admits he'd like more experience stories in the issue.

Weed Control Equipment: This 4-page mimeo was prepared by the agricultural engineers to answer questions on spray equipment for controlling weeds. You'll also find a fill-in story in the packet. You may want to reproduce part or all of this material for wider distribution in your county.

Fuel-Saving Leaflets: Interesting facts and figures on the gas and oil situation can be found in the 4 leaflets that come to you from the Oil Industry Information Committee. This material can go hand in hand with the fuel-saving tips sent last week.

Christian County Plans:

Farm Adviser C. S. Love reports that Saturday morning is "planning" morning in Christian county. Representatives from all agricultural organizations in the county get-together then for a session. Among other things, the group talks over the news articles to be sent to the three newspapers in the county. That's news that makes news.

Introducing Miss Miller...

Stop in and shake hands with Joan Miller, our new initiate in the editorial office. Joan will team up with Jessie Heathman in the home economics corner, and we think we have the top home economics editorial team in the country.

With Joan handling the press material, Jessie will be able to go all out in developing radio production and services.

Some of you home advisers may have seen Joan's name in Capper's Farmer several years ago. After graduating from Iowa State, she wrote for Capper's as assistant home economics editor. For the past year, she's been assistant director of home economics for the Los Angeles DownTown Shopping News.

Comments From District 2...

Before and after a ham dinner at the Midland Country Club, advisers in District 2 let down their hair about information problems the other day.

Space doesn't permit a complete account of the "give-and-take" meeting, but it was thoroughly enjoyable. We talked about farm bureau publications, what needs to be done to make news stories more timely, the News-Messenger, cooperation with local newspapers, more research information.

Within the next few weeks we hope to work up some of our observations in more complete form and pass them on to you.

Last-Minute Flash...

The ninth chart by Dr. Bartlett is included in this week's package.



Extension Editorial Office University of Illinois College of Agriculture

Was Your Name On It?...

Orchids for the top story we've seen in a long time go to Farm Adviser A. R. Kemp in Knox County.

On the front page of the Farm Bureau Bulletin is a graphic picture of the muddy, swirling Spoon River out of its banks at flood stage. Across the top of the picture is the challenging question, "Was Your Name On It?" And below the picture is a hard-fisted report on the thousands of tons of good farm land being washed down the river. The facts and figures are there because Kemp had the soil-testing lab run checks on water taken from the river. The need for erosion control could not be better told!

Chalcraft Heartily Agrees...

Boone County Farm Adviser Chalcraft writes that "The group of advisers from District 4 expressed our opinion exactly. We need the latest information while it is still hot and not after everyone else has it."

Maybe You've Seen...

Just noticed Farm Adviser Mowery's report on the new Farm Account Book in the May issue of BETTER FARMING METHODS. It's on pages 26-27, and there's a first rate picture of Ed Bay and George Whitman.

In the same issue, take another look at the article "Good Livestock Pictures." It's on pages 16-17. Milton Dunk would appreciate comments and suggestions from you people on what he should include in the magazine.

A Request From Joan...

In this week's package for home advisers is a note from Joan Miller. Joan would like to get lined up on story needs in the counties. This will help her plan her program.

Noted In Prairie Farmer...

Macoupin County scores in the May 8 issue of PRAIRIE FARMER with a good picture on the recreation training school. It's on page 7.

Same issue, page 28, note the picture story on soil testing in LaSalle County. And on page 34 there's a picture story on preparing poultry for the freezer. Jessie Heathman lined up the photos, and Sam Ridlen furnished the technique.

Neat And Attractive...

One of the cleanest, neatest farm bureau publications we've seen in quite a while is the one put out by Farm Adviser Shuman in Whiteside County. His April issue was a first-class job. There were only 4 pages, but they were packed with TIMELY, LOCAL information pieces.

The center spread was devoted to weed control and fly control. A big spraying picture caught the eye on one page. The heads on the stories were big and easy to read. Good use was made of two boldfaced boxes. And the stories were written with the mark of an expert.

Here's the lead on one story we noted on page 4: "One Whiteside county dairyman recently reported a March bonus of nearly $300 by producing Grade A milk from his herd of 22 cows."

What farmer wouldn't read the rest?

5/13/48



Extension Editorial Office University of Illinois College of Agriculture

An Explanation Attempted...

We've tried to do many things during the past year. Maybe we've tried to do too many things--too fast. Perhaps our reasons have not always been clear.

At any rate, you've been good enough to ask "why." Attached to these notes is an attempt to answer some of your questions. Some of the questions were raised at the informal conferences on the schedule. We'd guess there'll be some more questions. And we'll try to answer them.

Dairy Facts And Figures...

The Dairy Industry Committee has put out some impressive facts and figures on the dairy problem. They are included in this week's packet in the leaflet "The Current Dairy Situation." The suggestions for improving the dairy situation can be worked into your local dairy stories or your weekly news column.

More On Kemp...

Last week we mentioned Farm Adviser Kemp's story in the Knox County Farm Bureau Bulletin. Here's some more information.

Kemp doesn't spend all his information energies on the bulletin. Farm news is supplied regularly to the daily newspaper in Galesburg and all weekly newspapers in the county. That's not all. On four days a week, there's a 15-minute radio show to prepare. It goes on the air at 11:45, which is a good time. If you wonder whether time spent on information pays, ask Kemp.

An Author In Our Midst...

Some of you may have seen the book "Welding Helps for Farmers." It's published by the James F. Lincoln Co.

One of the important contributors is Lake County's Ray Nicholas. Much of Ray's material and many of his pictures from his prize-winning paper were used in the book.

The trade publication "Industry and Welding" is publishing Ray's '46-'47 second-prize paper.

News To All Papers...

Every newspaper in Clark County is going to get news--news about the 4-H camping program, the Fly-Control program and every other major agricultural event in the county. That's the word of Adviser Charles N. Glover. Here's the lead of one story:

"Contributions to the Clark County 4-H Fund for the State Camping program have reached a total of $1,084 so far this spring."

Advice From Advisers...

It helps to get tips from you people in the field on what's needed in the way of news stories. Massac County's Leo Sharp helped us out the other day by speaking for advisers in his area. The men felt that some stories from the dairy department on artificial breeding problems might clear up some of the questions farmers were asking. Leo passed along the word. The request was sent on to the dairy department; the needed information came back and the stories are being prepared.



Extension Editorial Office University of Illinois College of Agriculture

Fly Control Promotion...

It would take 40 pages to outline all the top-notch fly control promotion material we've seen coming from the counties. The program has caught fire in the press and on the radio.

From Lawrence County, H. C. Wheeler sends copies of his three weekly papers. They've featured fly control for the past three weeks.

The Henry News Republican sent us copies of the advertising layouts and promotion material they used to support the program. And Adviser Paul Laffey sent along additional clippings.

In this week's packet is a special leaflet prepared by Adviser Hughes in Cook County. We have heard of others of you who prepared special leaflets for your farm and town people.

We're going to use your clippings and special promotion leaflets in a layout to show how information was used in the fly control campaign. The details are in the attached sheet. We certainly will appreciate your help.

In The Packet...

Several advisers have asked for a mat showing the Morrow Plots. There's one in this week's packet along with a story telling about the background of the experiments.

4-H In Green...

Champaign County Home Adviser Esther Thor inserts a green 4-H news report in her monthly home bureau bulletin. It helps highlight 4-H club work.

More Fuel For The Fire...

We had a chance to add more fuel to the information fire with meetings with advisers in Nashville and Mattoon last week. Ways and means of getting newspaper cooperation; pros and cons of farm bureau publications; the place of the News-Messenger; the need for better reporting of research information--all were discussed. Before long we hope to make a full report on the five discussions held so far.

Good Reporting...

Nice words to Home Adviser Hazel Barackman, Stark County, for an alert job of reporting. Hazel gave a play-by-play account of a home bureau trip to Chicago in the May issue of her home bureau bulletin.

What's News In Visual Aids...

By this time, you'll have received the program for the Spring Conference. You have seen that a special "optional" session has been arranged for all of you who are interested in the latest information on visual aids.

George Pace will be on hand from 10 to 12 Monday morning, June 7--the opening day of the conference. George is the visual aids man with the USDA Extension Service. He'll spend most of his time talking about cameras, camera equipment, and some of the best ways to take educational pictures.

If you want to ask questions about pictures you've taken, bring them along.

COOPERATIVE EXTENSION WORK IN AGRICULTURE
AND HOME ECONOMICS
STATE OF ILLINOIS

College of Agriculture, University of Illinois
United States Department of Agriculture,
Cooperating

May 27, 1948

Extension Service in Agriculture
and Home Economics
Urbana, Illinois

To All Farm and Home Advisers:

A REPORT ON...
EDITORIAL SUPPORT OF THE
ILLINOIS FLY CONTROL PROGRAM

During the past few weeks we've seen some convincing evidence of the editorial support being given the Illinois Fly Control Program. We know, though, that we've seen only a small part of the total effort.

Now we would like to make a complete report on the support given this program by Illinois weekly and daily newspapers and your farm bureau publications. We'd like this report for two reasons: First, so that we can measure what was and what wasn't successful as a guide to future programs of this kind. Second, because we have received a number of inquiries regarding the editorial success of the program within the state.

We don't have a press clipping service at this time. For that reason, we certainly would appreciate it if you or someone on your staff could send us the following materials:

1. As many of the clippings as possible from your weekly and daily newspapers in which fly control was featured. We would like both the editorial and the advertising clippings. If you don't want to do the clippings, just send us copies of the papers and we'll clip out the stories and the ads.

2. Copies of your farm and home bureau publications in which you featured fly control promotional material.

3. Any special leaflets or folders which you prepared to support the program in your county.

4. Any and all other special promotion material that you prepared.

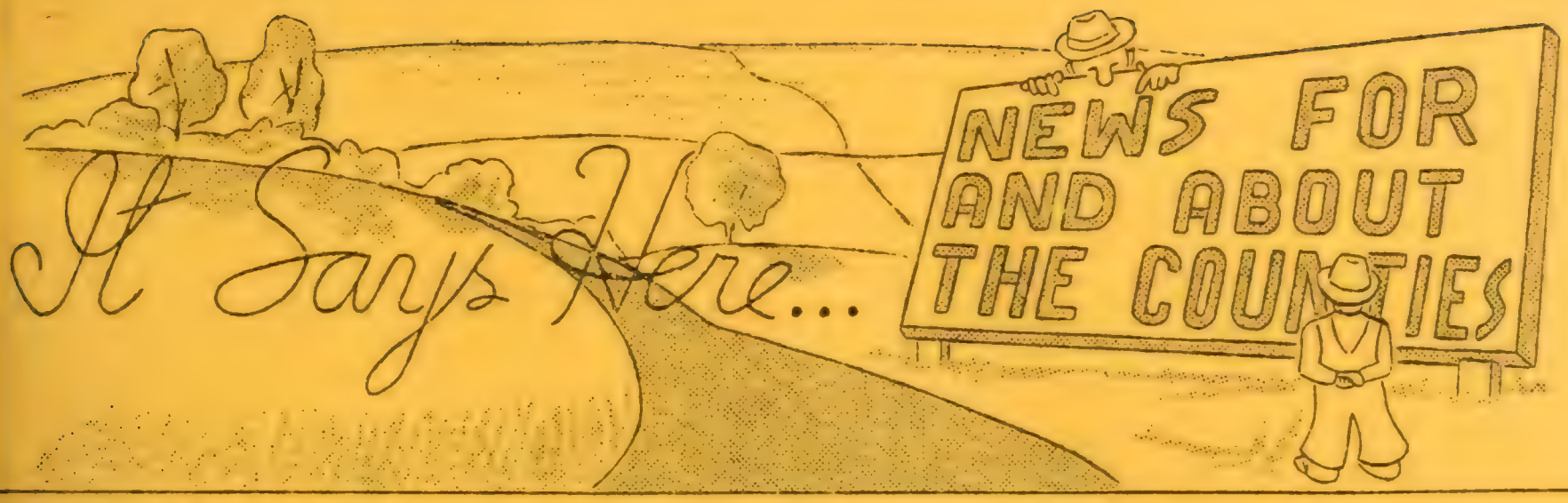
Your office girl probably has most of this material on hand. If you can't send all that was used, send us what you do have available. We would like your county included in our "PRESS BOOK" which will be shown to the administration and the extension staff here. Thanks a lot.

Sincerely yours,

Hadley Read

Hadley Read
Extension Editor

HR:ml



Extension Editorial Office University of Illinois College of Agriculture

Controversial Subject...

A lot of folks have the idea that farmers have unfair price advantages these days. Often, these folks forget that farm costs have gone up along with farm prices.

In this week's package, Dr. Bartlett has the 10th in his series of pictorial charts. The chart shows that farm production costs have gone up more than the living costs in cities.

Editorial Judgment Tested...

A couple of weeks ago we mentioned the hard-hitting conservation picture and story written by Adviser A. R. Kamp. To test our editorial judgment, we sent the picture and the story to COUNTRY GENTLEMAN. They agreed. Now, Adviser Kamp is $25 richer. It took exactly 10 minutes to put the story in the mail. That means a rate of $2.50 per minute--pretty good pay. Put your office girl on a commission basis and have her send your top farm and home stories to the national magazines. They are looking for them. Use them in your local newspapers first.

A Bouquet To Tazewell...

The 4-H camping season is almost here. And to highlight the occasion, Tazewell County Advisers Marian Sympson and C. F. Bayles turned out a right neat 4-H camping leaflet in green. The leaflet sets forth the facts on the camping program and the part Tazewell County expects to play in that program.

6/3/48

Truman May Writes...

"COOPERATION OF BUSINESSMEN MAKES A BETTER EXTENSION PROGRAM." No, that is not our statement, but it surely makes a lot of sense. It's the title of an interesting article by forward-thinking Truman W. May in the May issue of the Agricultural Leaders' Digest. The article is on page 22 if you haven't seen it. It's worth reading--twice! Adviser May is talking about a trend that can mean much to the Extension program.

"Ag" Leader's News Column...

You might take 5 minutes to run through the article on page 17 of the June issue of BETTER FARMING METHODS. It's a good one. Former South Carolina county agent, J. M. Eleazer, gives some mighty good tips on the whys and wherefores of writing local farm news. He says, "I am sure that none of the rest of my time was ever spent so well as in preparing my weekly news column."

What's more, he says you can reach more people more quickly through your local newspapers and radio stations than you can any other way. That's a refrain which sounds familiar.

For you photographers, there's an article on page 15 of the same issue on taking "close-ups."

Clippings Roll In...

Clippings on fly control promotion already have started to roll in. And we appreciate them very much. We hope to have a press book of clippings ready by June 25 when the University Citizens Committee meets here on the campus.



Extension Editorial Office University of Illinois College of Agriculture

If You Didn't Hear...

Some of you early birds heard George Pace, USDA visual aids specialist, give some practical pointers on cameras and pictures Monday morning. For those of you who did--and for those of you who didn't--we'll have an outline of his remarks in next week's packet.

Orchids to Imig...

Iroquois County daily and weekly newspaper linotype operators like to see Adviser Kenneth Imig's farm news. It's neatly mimeographed on easy-to-read orange-yellow paper, double spaced, and each story has a one-line side head for identification. All the stories carry a release for Thursday or after. The lead-off story for June 3 was built around comments of a local farmer who used DDT last year.

Two Press Books Completed...

Before youth editor Jack Murray left for his wedding and honeymoon, he collaborated with editorial assistant Helen Chamberlain in putting the finishing touches on the 4-H press clipping book. It shows impressive support of the 4-H club program by the newspapers of the state. A similar book has been prepared on the G. M. & O. Farm Family of the Year project by the same team.

The third one will be on the editorial support given the Illinois Fly Control program. We've had some mighty good pages sent in. We need more. Send in pages, clippings, farm and home bureau publications, special circulars and anything you used to promote your program.

The Value of Editorial Support...

One sure sign that a newspaper is behind your program is when the editor comments in his editorial column. Logan County Home Adviser Mabel Albrecht received a deserved bouquet from the Lincoln Evening Courier for the work of the home bureau on tuberculosis. The editorial was called "An Eye to Health."

Down in Nashville, a hard-hitting editorial in the Nashville Journal gave Adviser Smith's fly-control program a pat on the back.

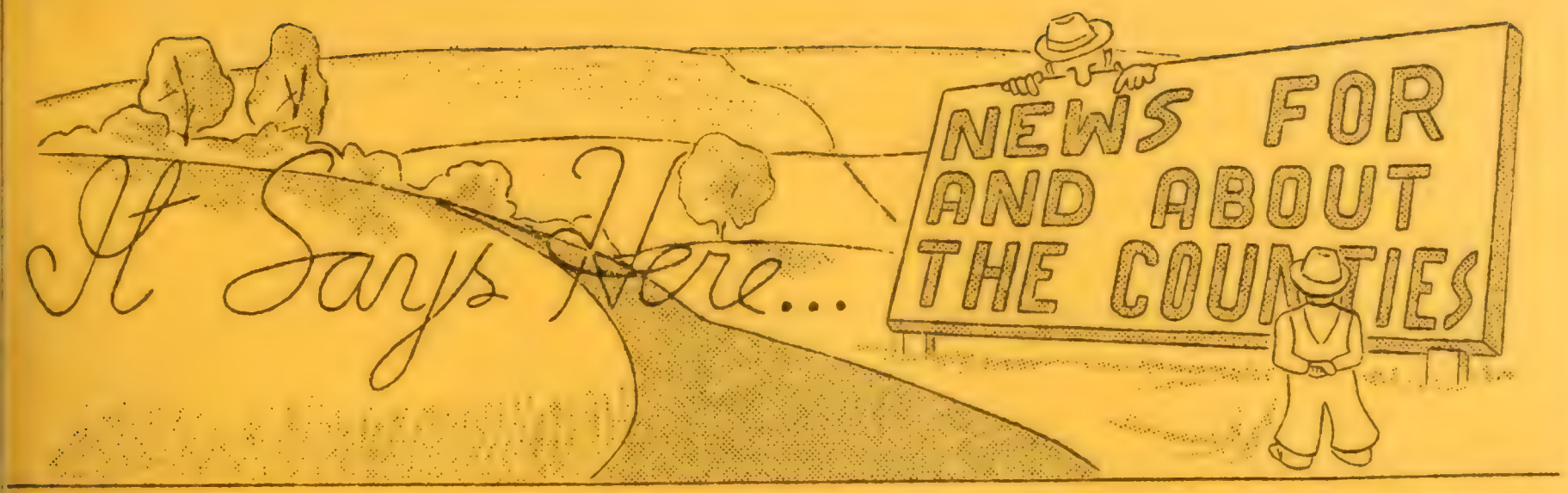
For Your Information...

You already may have received reams of information on the new rat poison--ANTU. We've added some in this week's packet--a poster and a circular prepared by the DuPont company. If it is a duplication of stuff received before, file it in the round file. If not, it may come in handy when farmers ask questions.

The Editors Cooperate...

Jim McCall, in Perry County, personally explained the 6-Point Dairy Program to every newspaper editor in the county. Every editor gave a hearty promise to cooperate on the program.

Along the same line, Henry County's Assistant Adviser Ralph Borman invited all the editors in his county to visit their improved soil-testing lab. He set the visiting date for a Saturday and suggested that they might want to take pictures. The facts and figures on the lab were prepared for the editors when they arrived. That's the kind of cooperation editors like.



Extension Editorial Office University of Illinois College of Agriculture

Your Decision...

The decision as to whether or not we discontinue the Extension News-Messenger is up to you--all of you. As mentioned before, Dean Rusk appointed a committee to study the fate of the Messenger. Now this committee is turning the problem back to you for a final vote.

In this week's kit is an important letter from L. E. Card, chairman of the Messenger committee. Attached to the letter is a return survey card on which you can indicate what you would like to see done. It would be a big help to all of us if you would take the needed 5 minutes to read the letter and fill out the card. If there isn't room on the card for all your comments, take another 5 minutes and write us a letter.

We'd like to have all advisers, asst. advisers and youth assistants fill out one of the cards.

Attention to Rural Youth...

The crew in Macon County continues to give attention to Rural Youth and 4-H activities. A clever picture and story in the May issue of OUTLOOK tells about the Rural Youth meeting that featured the "new look" in clothing--for both men and women.

We Appreciate...

Your response to our questions on mail receipt has helped a lot. The problem seems to be working itself out, and mail seems to be moving faster. If there is a lapse in the service, let us know. That's the only way we can keep on top of the problem.

6/17/48

Questions Make Stories...

For the fun of it some day, copy down in your day book every question you are asked. Then go over the list and see how many of those questions could be turned into good local news stories.

Here are some typical questions that were asked one farm adviser in a single day:

"Where can a single man get a job on a farm?"

"Where can I rent a farm?"

"How much oats should I sow per acre?"

"What fertilizer should I use on my oats?"

"What kind of silo is best?"

The list is endless. And we mention again that every time one person asks a question there are hundreds of others who would like the answer.

More Milk in Hamilton County...

Hamilton County's Fred Hopping launched his 6-Point dairy program with a smashing double page editorial-advertising spread in the McLeansboro TIMES-LEADER. And in that double-page spread he expressed his appreciation to the local business groups who were behind the dairy promotion efforts. That's the way to win friends and influence people.

Stories for Magazines...

Farm Journal's Virginia Brown was in the editorial office Monday and Tuesday. Last week John Bird from Country Gentleman, Verlo Butz from Successful Farming and Paul Johnson from Prairie Farmer had a cup of coffee with us. All the magazines are looking for good farm and home stories. If you'll send in your tips we'll pass them on to the magazines.



Extension Editorial Office University of Illinois College of Agriculture

We Failed To Mention...

During the spring conference, we mentioned that we'd send you a copy of the remarks on visual aids. This was the material presented by USDA visual aids specialist George Pace.

Well, the material was slipped into the packets last week. We failed to mention it in these notes. Perhaps most of you found the material. If you didn't, we'd suggest that you check through last week's packet. The material is labeled "Notes for Visual Aids Schools." It has some good stuff in it--all about cameras and camera equipment, and some of the pointers on picture-taking.

Speaking Of Pictures...

On the subject of pictures and picture-taking, this week's red clover bouquet goes to Macoupin County's O. O. Mowery for a first-class picture cover on his June issue of the Farmer's Guide. The picture shows fleecy clouds gliding over a farmer, his tractor and 4-row cultivator going down long, straight rows of beans--a picture in season.

Corn Borer Films...

The Natural History Survey has three prints of a film they produced called "European Corn Borer and Its Control in Illinois." H. B. Petty says it's an excellent film, and you can get a print by paying the transportation charges.

The University Visual Aids Service has three prints of the USDA film called "European Corn Borer." This film has a rental rate of 75 cents plus transportation charges one way. It's a 16 mm. sound color film.

Farm Safety Week...

By this time all of you should have received the kit of materials on Farm Safety Week from the National Safety Council.

In this week's packet is a special outline containing some of our suggestions for promoting the week in your county. We are also sending along a number of suggested stories to supplement those which you may be developing locally. The outline follows last year's model.

Farm safety is a subject that should be promoted every week of the year. But this is the time to give it emphasis.

Pat On The Back From NBC...

Saturday, July 3, all of you hardworking men in the field can take time out to take a bow. As you no doubt have heard, the NBC National Farm Hour, sponsored by Allis-Chalmers, will sing the deserved praises of "the county agent."

Short Of Space...

For more than 3 weeks, we've been trying to find the space--and the time--to give a full report on J. B. Turner's fly control organization in Fayette County. He set up a 5-step program that is now paying off in results. It started off with personal contacts with city mayors and officials, followed by a county-wide meeting and down the organization line until everyone was helping to get the job done. By the first of June, 6 cities had started clean-up campaigns and 4 had made definite arrangements for DDT spraying.



Extension Editorial Office University of Illinois College of Agriculture

Your Wishes Recorded...

The results of the News-Messenger survey clearly show the wants of you people in the field. Here is a tabulation of the returns as of Tuesday, June 30.

113 cards were returned. Not everyone voted on each of the three points, so the totals won't always add up to the number of cards. Discontinue the News-Messenger after July issue: 72 said YES; 10 said NO. Start a mimeographed weekly DIRECTOR'S letter: 87 said YES; 5 said NO. Give consideration to a magazine-type publication for the reporting of research results: 90 said YES; 5 said NO.

A number of you made valuable comments and these will be taken into consideration by the committee.

As things now stand, the News-Messenger will be discontinued after the July issue. It is hoped that the Director's letter can be started in July. And it is likely that a committee will be appointed to study the problem of a magazine-type publication.

In the Packet...

In this week's packet to farm advisers is the 11th in the series of pictorial charts prepared by Dr. Bartlett. There will be one more chart in this series. Dr. Bartlett is making plans to have all the charts reproduced in bulletin form, and we will keep you posted on the progress of the bulletin.

If you have any suggestions on how such information material could be improved in the future, now is the time to send us the word.

Orchids to Laura Heddleson...

An early issue of the EXTENSION SERVICE REVIEW will carry an article by Edgar County's alert home adviser, Laura Heddleson. The story is a follow-up report on a housing tour taken by more than 60 Edgar County women. The story not only tells about the tour--it tells about what the women saw and said on the tour. A top job of reporting from a top home adviser.

Macon County Scores Again...

We know we've mentioned Macon County several times before, but we can't pass up an opportunity. The cover of the June issue of the OUTLOOK has a "good neighbor" picture story--and it's a good job. The picture shows 16 tractors and plows lined up in a field, and the story tells how these Macon and Moultrie County farmers gave a helping hand to a neighbor who had been hurt in an accident.

4-H--A Family Affair...

The folks in McLean County get a blue star for an excellent story on one family's contribution to 4-H club work. The story is a straight-forward report of the 4-H club activities of the Denzer family in McLean County.

Rat Leaflets Included...

The USDA sent us a generous supply of rat control inserts. We're dividing them up and sending them on to you for use as you see fit. They are in this week's packet.



Extension Editorial Office University of Illinois College of Agriculture

Salute to Jersey County...

The July 3 issue of Prairie Farmer gives a front page salute to Farm Adviser C. T. Kibler and the Jersey County "Rock Phosphate Train." The story was big enough for the magazine to send a special reporter to Jerseyville to get the facts and pictures. Groundwork for the story coverage was laid during the spring conference when Kibler and Editor Paul Johnson got together.

In the same issue--page 7--Farm Adviser Wilbur Smith is shown talking to 4-H Club Leader Bill Brammeier. That's a top-notch story on the value of good 4-H club leaders.

Same issue, same page--Johnson County and Adviser Ralph Brown hold the spotlight with the story on fruit-raising. Did we miss anybody?

Post Features County Agents...

Keep on the lookout for the July 24 issue of Saturday Evening Post. It should hit the news stands about July 21. This is the issue that carries Norman Rockwell's paintings of county agent work. The pictures and the story should be worth looking at.

Last Issue of News-Messenger...

The last issue of the Extension News-Messenger will be rolling off the press this week. A large majority of you voted in favor of discontinuing the publication.

We hope to be able to inaugurate a Director's News Letter by August or early September.

7/8/48

In the Production Mill...

A good many of you are planning special conservation field days this fall. Some of you will have plowing contests as a highlight of good land-use programs.

Extension Soil Conservationist E. D. Walker has gotten the cooperation of a good many specialists who are supplying us with special conservation and land-use material.

A 2-page editorial-advertising help sheet should be ready for the printer this week. It will be modeled after the 4-H and fly-control advertising material. In addition, we'll have a special packet of news stories and editorials for use in your local papers.

All this promotion material should be ready before the end of July.

Avoid Summer Slack...

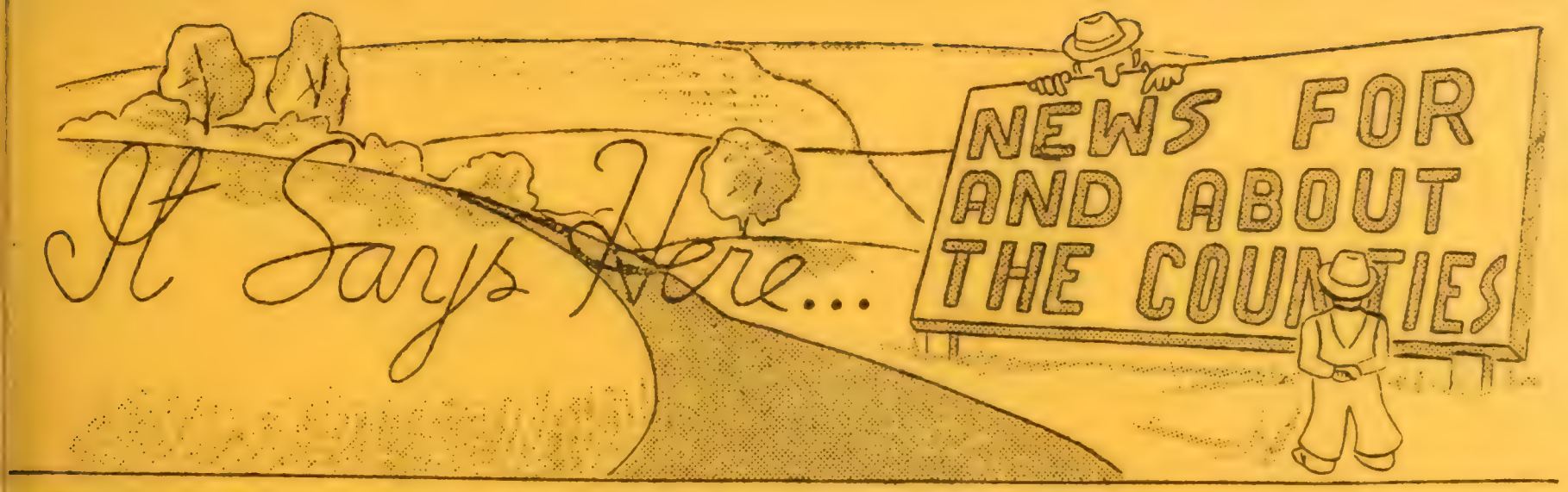
For a good many newspapers, a summer can be a dull time for news. Folks are on vacations. Often there just isn't much going on.

Your editors will appreciate your farm and home news more than ever. It will be worth the extra effort it might take to get a good supply of articles to your papers each week.

Dr. Case Reports...

You'll be interested in the special report on new farm legislation prepared by Dr. H. C. M. Case. It's in this week's packet. Copies have also been sent to all weekly and daily newspapers.

Dr. Case has been working closely with the Senate since last summer on long-time farm legislation.



Extension Editorial Office University of Illinois College of Agriculture

Radio Coverage For Your Events...

An increasing number of the state's radio stations have asked us for a regular farm calendar of farm and home events. At the same time, we figure that many of you would like to receive state-wide coverage for some of your major county activities.

Let's see if we can't do something about it. Here's the plan:

In this week's packet to both farm and home advisers is a supply of self-addressed cards. These cards should make it easy for you or your girl Friday to give us the essential facts on your future TOP COUNTY EVENTS. We'll put these notices in our syndicated farm and home radio services that go to all radio stations in the state.

As we go along, we'll keep you supplied with these announcement cards. If you run short, drop us a note and we'll get more to you.

Be sure to follow this routine: Use a separate card for each announcement. Include all the essential details. Be sure to mail the card to us at least 2 WEEKS BEFORE THE DATE OF THE EVENT. It's not too early to start sending us notices of your August meetings. Include only events of at least county-wide interest.

Promotion Requests Roll In...

Three days after we mailed out the notice of the land-use and conservation promotion material we found 11 requests in the mail. That's the kind of prompt response that makes our work easier. The editorial-advertising clip sheet will be ready to print by the time you receive this. If you haven't sent back the card, please get it in the mail.

A Report Will Be Made...

L. E. Card, chairman of the News-Messenger Committee, will report your decision on that publication to the next meeting of the Executive Committee. Suggestions for the organization and handling of a Director's Letter probably will be discussed at the same meeting.

The Finding Of New Truths...

On July 1, the University's Citizens' Committee met on the campus as guests of the College of Agriculture. They heard a report from Dean Rusk; had lunch which was designed to demonstrate the value of agricultural and home economics in improving food, and made a tour of the experiment farms and laboratories.

To help this group get a better picture of the research work of the College we prepared a little booklet called "The Finding of New Truths in Agriculture." We thought you might like to take a look at a copy, so one is enclosed in this week's packet.

Radio-Newspaper Cooperation...

Jessie Heathman, back from the Citizenship and Home Bureau Organization Conference in Jacksonville, reports excellent cooperation from the local newspapers and radio stations.

Neat, Clean, Easy to Read...

Kenny Flake's mimeographed releases to weekly and daily papers are neat, clean-cut and easy to read. The stories carry single-line heads and are evenly spaced on green paper. We'll bet the editors like to see them come in.



Extension Editorial Office University of Illinois College of Agriculture

Conservation Promotion Stuff...

Copies of the conservation and land-use promotion materials are being mailed to you this week end. The packet includes the editorial-advertising clip sheets and the special kits of background news stories.

You'll want to get the advertising clip sheet to your editors just as soon as possible so that they can start lining up advertising support. We would like to have the editors order the mats for the illustrations on the order blanks.

Single copies of both the clip sheet and the news story kit are being sent to all of you who didn't ask for extra copies. We do have a small supply of both in reserve. So if you would like extra copies, let us know right away. Many newspapers would like to have the clip sheet even though you are not planning a special drive in your county. It's a good service for them.

Some of you requested that the material be sent directly to your papers. This will be done Monday of next week, with a note from us suggesting that they get in touch with you for additional information.

Story Request Is Answered...

McLean County's Gene Mosbacher wrote us a letter Monday morning. Speaking for all farm advisers, he asked for a story comparing the effectiveness of Toxaphene and chlordane for grasshopper control.

We checked with Petty and Decker. The story is in this week's packet. And we hope it answers the question. Tips on needed stories help us a great deal.

More Jersey County Recognition...

The story of the Jersey County "Phosphate Train" is told again. This time in the August issue of Farm Journal--page 33.

Fly Control Inventory...

A number of local business and civic groups from over the state have written in asking for copies of fly control promotion material. Usually these groups have been referred to your offices.

Now, we have just taken a spot check of our fly control promotion supplies. We have a few thousand of each of the two leaflets--"Fly Control on the Farm" and "Fly Control in the Cities." Any of you who need extra copies of this material can send in your request.

Joan Miller Reports...

Ways and means of reducing homework still hold top interest among rural women. That's the report of Joan Miller. Joan says you home advisers who checked green tip sheets of summer story suggestions gave short-cut articles the top vote. The three biggest vote-getters were: "Rearrange House for Easier Cleaning," "Quick Summer Meals with Mixes," and "How to Buy a Home Freezer."

Big Job For Jessie Heathman...

Jessie Heathman of our office will head up the Committee on Radio Techniques for the American Home Economics Association again in 1948-49. Jessie was chairman of the committee this past year and her report at the Minneapolis meeting was regarded as one of the best.

7/22/48



Extension Editorial Office University of Illinois College of Agriculture

Salute to County Agents...

The last page of the July Country Gentleman is worth reading. Maybe some of you have already read it. On this page the Gent, with millions of readers, prints a hard-hitting editorial called "We're Overworking Our County Agents." And we're sure that the same thing goes for home agents. Without exception, all farm magazines are aware of the tremendous job that's being done by county extension workers.

Farm Calendar Started...

During the past year, a number of editors and farm radio directors have asked us for lists of events sponsored or participated in by the College of Agriculture and the Extension Service.

Now we have made an attempt to start such a calendar. The one for August is in this week's packet. It also is being sent to all weekly and daily newspapers and radio stations.

We know the list is not complete. But it is a start. There would not be room to list all county events on the calendar. So we are attempting to list just those events directly connected with the College or Extension Service.

Many of you prepare a similar farm calendar of your county events for newspapers and radio editors.

Copies of Conservation Issues...

At the last count, nearly 80 Farm Advisers had requested copies of the special soil conservation material for all their newspapers. If you think of it, we certainly would like to receive copies of papers in your county which feature the material.

Announcement Cards Coming in...

We've already started to receive the return cards listing your top county events. These will be used in our farm and home syndicated radio services which go to all stations in the state.

More Blue Stars...

Macon and Vermilion Counties get more blue stars for the top-notch pictures on the covers of their farm bureau publications. The Macon County Outlook pictured county 4-H members at Memorial 4-H Camp. The long, sleek Freedom Train was featured on the Vermilion County Booster. We should also mention the slick cover on the July issue of the Sangamon Farmer--a boy, a girl and a flag--well done.

Illinois Farm Hour Changes...

Illinois Farm Hour listeners will note that the program's format has been changed. The new format calls for one subject-matter feature every day with emphasis on the farm problem approach.

Flexibility of the new program provides greater opportunity to cover special events. Farm calendar and more music are additional features.

A Good 4-H Story...

We had a good 4-H story to tie in with National Farm Safety Week, thanks to Celeste S. Boudreau, Kankakee County youth assistant. She sent us the tip on a 4-H girl who showed good training and quick thinking in a home fire accident. Local slants like that give stories more punch.

7/29/48



Extension Editorial Office University of Illinois College of Agriculture

Smart Planning Makes a Fine Program...

Keynote speaker for the Home Bureau Camp held at Shaw-waw-nas-see July 25-28 was Dr. Robert G. Foster, Merrill Palmer School, Detroit. Dr. Foster conducted three sessions keyed to family living, education and the need for training young people and parents for raising a better generation of children.

Well in advance of the dates, the camp committee had written the State Library that Dr. Foster was to speak. As a result Miss Lenora Ringering of the State Library staff was on hand with the bookmobile. Books had been selected to supplement Dr. Foster's talks. In addition the exhibit included books that children enjoy and that parents should know about.

The State Health Department had a part in the program, too. Miss Dorothy Dunn was on hand with an exhibit of posters, circulars, bulletins and leaflets. She talked with the women about hospitalization, the County Health Plan, cancer clinics located throughout the state, and other available health facilities.

New Uses for Recorders...

We've had some fine reports on new uses for tape recorders and other recording devices. Bob Haley's recording rural chorus selections at district music festivals. Judges will listen to recordings to select chorus units for the State Fair program.

Hugh Wetzel, newly appointed assistant adviser in Whiteside county, carries his personal recording machine in the trunk of his car--says he never goes anywhere without it. Wetzel made some fine recordings at Junior Leadership Camp--most of which will be used on Station WILL from time to time.

Hall Gets Lead Story...

D. M. Hall, assistant professor of agricultural extension, has a lead story in the July issue of the National County Agent and Vo-Ag Teacher magazine. He writes on steps in program building and lists five steps in planning, all of which must be taken if the full benefits are to accrue:

1. Decide upon the major objectives or underlying philosophies behind the program. 2. Survey the area and its people to discover the problems and resources that exist. 3. Select the most important problems and set up a priority list for the order of attack. 4. Integrate the forces and agencies assigned to work out solutions for various problems. 5. Measure the results of the activities that are undertaken.

In 1922 Dr. Hall organized the first agricultural planning committee in Iowa. He also had wide experience in the USDA before joining the staff here. This summer he is neck-deep in carrying on his physical fitness tests in 56 counties. He described this program in a feature length story in July Capper's Farmer and has agreed to furnish material on the tests for the October Country Gentleman.

More and More Requests Roll in...

Requests are still rolling in for promotion material on the conservation program. Requests from farm advisers and local newspaper editors still outnumber those from any other source--but a number of requests this past week have come from commercial organizations planning special conservation programs.

8/5/48



Extension Editorial Office University of Illinois College of Agriculture

Kendall County's in the News...

The September issue of Farm Life magazine will carry pictures of Kendall County homemakers showing better methods of doing household jobs. Home Adviser Mrs. Alice G. Herron gets the credit for planning these good educational shots.

M-P Promoting Pastures...

Promoter Paul L. Laffey, Marshall-Putnam farm adviser, tells us via Clyde Linsley that plans are brewing for his two-county-wide pasture field day on Wednesday, September 15. Clyde discloses that some valuable demonstrations toward improving pasture lands of the county will be highlighting the day's agenda.

Several Step on Our "Welcome" Mat...

Visitors to the office during the past week included Bob Kern, recent UI ag graduate and now right-hand man to Thurman Wright, Macon County farm adviser; R. O. Reich, Kansas City, president of the National Vegetable Growers Association of America (in the care of Lee Somers) en route to the national convention this week at Baltimore; and Russ Gunderson, new Illinois farm editor of Prairie Farmer, who is interested in making the rounds of the county offices.

W-I-L-L Fair Broadcasts...

Radio Editors Jessie Heathman and Jack Murray will set up headquarters at State Fair starting Friday, August 13. Daily programs will feature state's top farming and homemaking talent.

Randolph County Gets New Look...

Carl F. Mees and Ellen Hill, farm and home advisers in Randolph County, have our congratulations on the new offices that will soon be theirs. In the July 31 issue of their Randolph County Farmer an artist's sketch is given of the new county building that is under construction. The building will be a two-story, tile and brick structure, 40 x 90 feet.

Orchids to Sangamon County...

Congratulations also go to Sangamon County Home Adviser Ruth T. Skaggs for her good work in keeping members informed. In addition to the regular monthly calendar, the July issue of the Sangamon Home Bureau News carries the schedule of units serving at the Home Bureau State Fair concession and the units responsible for radio programs two months in advance. With dates and times listed, all concerned should be informed--and in plenty of time to get the job done.

Crawford Has 4-H Newsletter...

Crawford County has sent out its second issue of the 4-H Highlighter, reports Betty Langford, home adviser. It's a monthly newsletter to inform members, leaders, board members and parents of 4-H activities. It should give the county's 4-H activities an even bigger boost.

The Editor Takes a Vacation...

Extension Editor Hadley Read, "vacationing" on home farm in Iowa, reports blisters and assorted aches and pains. Says farming still is a tough life--but a satisfying one.



Extension Editorial Office University of Illinois College of Agriculture

Good Coverage on Pike Tour...

Pike County Home Adviser Helen Hackman gets this week's bouquet for an able assist on press coverage of the educational tour of St. Louis by 74 Pike County home bureau members.

Pictures and stories appeared in the Quincy Herald-Whig and the St. Louis Post-Dispatch. Close cooperation with the papers produced the results.

Research on Farm News Usage...

How much farm news do weekly and daily newspapers use? What kind of farm news do they want? Where are the stories used? How long should the stories be? What should they be about? How much state farm copy is used compared with local farm copy? Where do the editors get most of their farm information? How much use is made of farm pictures?

Those are a few of the questions we have asked ourselves a couple of hundred times. And we have never been sure of the answers.

Now we are going to try to find out the answers the right way--through carefully conducted research studies.

The Extension Editorial Office is cooperating with the University's Institute of Communications Research in a year's study of the editorial content of Illinois weekly and daily newspapers.

The studies will be based on complete clippings from a sample of 50 daily newspapers and 76 weekly newspapers in the state. Major attention will be given to the usage of farm news originating from both the state and the local level.

Assistant extension editor Bob Walker will have general supervision of the work on the clipping service and the analysis of the data.

News Notes on Camping...

The second installment of "News Notes" on the 4-H camping program is in this week's packet. Copies are also being sent to all 4-H leaders over the state. The material is aimed at keeping you up to date on the progress of the camping program and fund-raising activities.

Robert Jarnagin Joins Staff...

As many of you know, Claude (Bill) Gifford, former farm radio editor, is now associate editor of FARM JOURNAL in Philadelphia. He left our society July 1. Most of you also know that former youth editor Jack Murray took over the farm radio editor's spot at that time.

Now we can announce the name of a new member of the editorial team. Robert (Bob) Jarnagin will put his feet under the youth editor's desk starting September 1. Bob is an Iowa boy from the town of Peterson. His father and his uncle are well-known Iowa newspaper publishers. Bob probably learned to play with newspaper type before he learned to play with blocks. He graduated from the University of Iowa with a degree in journalism in 1938 and was a special reporter for the Iowa Daily Press Association before he entered the Navy. Since his discharge from service, he has picked up commercial promotion experience with the Bankers Life Insurance Company of Des Moines, Iowa.

During his Peterson days, Bob was a member of one of the outstanding Iowa Boy Scout troops and became thoroughly familiar with scouting and camping activities. His work earned him the top rank of Eagle Scout.



Extension Editorial Office University of Illinois College of Agriculture

Well Worth Reading...

The August-September issue of the Extension Service Review is well worth reading--if you haven't already. The lead article--page 65--tells about a Michigan county agent's survey of the people to find out what farm problems should receive top priority.

On page 69 is M. L. Mosher's story on the hidden values of extension work, and on page 79 is Home Adviser Laura E. Heddleson's account of the Edgar County Home Bureau housing tour.

Farm Magazines Want County News...

Former radio editor Bill Gifford stopped in the office last week on an assignment from his new boss--Farm Journal. He says Farm Journal--and that goes for all farm magazines--is always on the lookout for good local farm "how to do it" stories. And it's a good way to pick up some extra cash. Good pictures are especially needed.

If you have some ideas for stories, but don't know who to send them to, just look on the masthead of the magazines. It's the best idea to send to one of the associate editors rather than the editor himself. It doesn't make much difference which one, because it will find the right person after it gets there. On Farm Journal, you can send to Gifford. On Country Gentleman, you can send to Dutch Keilholz. Jim Roe handles crops and Charles Hughes handles livestock for Successful Farming. Max Beeler is a good contact man on Capper's Farmer. And of course our good friend Paul Johnson uses a lot of local material in Prairie Farmer.

Fire Prevention Week...

We've just seen a list of materials being prepared to help promote and support National Fire Prevention Week. The dates are Oct. 3-9. You'll get your material directly from the National Fire Protection Association. There'll be news stories, posters and radio material.

It wouldn't be a bad idea to pass the word along to your editors. They might like to get some special advertising support lined up before that date. Newspaper editors always appreciate your interest in the "business" end of their business.

We Can Do Better Than That...

Soil conservation has received a lot of attention. But it needs a lot of attention. That's why we are a bit concerned about the slow response to the soil conservation advertising material. We expected this material to pull better than anything we've put out from this office. But it hasn't. In fact, it is running a very poor last.

If there's something wrong with the way the material is put out, we should know about it so we won't make the same mistakes again. If you haven't gotten the stuff to your editors, let's hope you get it to them this week. If you put the stuff in the hands of your editors and they didn't do anything about it, why don't you check and send us a report on WHY?

August 26, 1948



Extension Editorial Office University of Illinois College of Agriculture

Top Place--And We're Proud...

The nation's agricultural college editors met in Pullman, Washington, early this month. These meetings are annual affairs where editors talk over mutual problems and exhibit the editorial tools with which they work--bulletins, pictures, news services to newspapers and radio stations, house organs, news services from county agents and home agents and so on.

These exhibits are judged and rated by a group of experts. Two points are given for an Excellent rating and one point for Good.

This year Illinois has a right to be proud! There were 27 states with exhibit entries, and Illinois tied with North Carolina for FIRST PLACE on points scored.

Illinois had 7 Excellent and 12 Good ratings for a total of 26 points. North Carolina also had 26 points, and these two states were followed by Texas with 24 points and South Carolina with 22. Here's the way our stuff stacked up:

Miss Anna Glover and her publications office staff walked away with 3 Excellent and 2 Good ratings on bulletin entries.

From the extension editorial office, Excellent ratings were given to the Extension News-Messenger, short fillers for newspapers, single photograph and a set of educational slides. Good ratings were placed on our news services to weekly and daily newspapers, news service to radio stations, news aids to county workers, published feature story, series of educational pictures and the informational materials prepared to support the Southern Illinois 6-Point Dairy Program.

But we are the most proud of the ratings made by our county entries. A. R. Kemp's transcribed farm radio program rated Good. So did the home radio program by Jeannette Dean. Red ribbons for Good were also placed on Kenneth R. Imig's news service to newspapers and O. O. Mowery's Macoupin County's Farmers Guide.

Lyman Noordhoff Joins Staff...

Next week Lyman Noordhoff will sit behind a typewriter in the extension editorial office and take over his new duties as assistant extension editor. Lyman received his Master's degree in agricultural journalism from the University of Wisconsin this summer. He graduated from there in agriculture in 1941, was in the army overseas and last year worked as an agricultural information specialist for the University of California College of Agriculture.

The addition of Lyman to the staff brings the editorial office up to full strength. We'd like to have you stop by 330 Mumford Hall and get acquainted with the whole team.

Director's Letter Approved...

Dean Rusk has approved the creation of the weekly "Director's Letter" which will be designed to keep the extension family informed about the extension family. We hope to have the first letter processed shortly after the Fall Conference next week.



Extension Editorial Office University of Illinois College of Agriculture

Appreciation for Work Well Done...

Frank Bill has been a farm reporter on the Bloomington Daily Pantagraph for more than 30 years. In the early '30s he followed his father as farm editor on the staff.

During all those years, Frank has been one of the best friends of central Illinois farmers. He has championed their cause. He has been a faithful reporter and interpreter of agricultural facts.

Last week the farmers and farm interests of central Illinois expressed their appreciation. Frank Bill was given a new Chevrolet automobile and an appreciation citation by the readers of his daily farm page. Mrs. Bill was given an orchid. The presentations were a part of the McLean County Soil Conservation Field Day.

Probably no recognition was more justly deserved. At the same time, Gene Mosbacher and other farm leaders in McLean County should be congratulated for organizing the campaign which resulted in the award.

Good Response on Radio Cards...

Farm radio editor Jack Murray says you people are doing right well in sending in announcements about your county events. This is the kind of stuff radio stations like to get--and they say so. If you run out of cards, drop Jack a note and he'll see that you get some more.

County events of particular interest to women should be sent to Jessie Heathman for use in the flashes that go to home economics program directors over the state.

Cooperation Plus Hard Work...

One of the neatest special promotion jobs we've seen lately is the Freeport Journal-Standard Junior Fair edition. It's a 32-page tabloid edition crammed full of news stories, features and pictures about Stephenson County's 4-H Club work and the growth of the Junior Fair.

Farm Adviser V. J. Banter teamed up with the Farm Editor of the Journal-Standard to get the job done. It took cooperation, coordination plus a lot of hard work. And 32 pages of top publicity are worth it.

Additional Note on Magazine Stories...

Just after we'd written our squib about the farm and home magazines looking for good local copy, J. B. Turner stopped in the office. Among other things, he showed us some "before" and "after" pictures showing how 2,4-D kills weeds in a corn field. He also had some shots of a field sprayer which he helped design and construct. When the yield reports are in on the sprayed and unsprayed corn fields, Turner will have a short feature for one of the farm magazines. That's the kind of stuff they want.

Another Bouquet to Butler...

A page of 4-H Club notes is now a regular feature of the Pulaski-Alexander County Home Bureau News Notes. Home Adviser Mary Butler started the page in June to call attention of Home Bureau members to 4-H work. It's a top-notch way to bring together the interests of parents and young people.





Extension Editorial Office University of Illinois College of Agriculture

Blue Ribbon to Ed Barnes...

The Richland County conservation field day got top editorial support from the Olney Daily Mail. A well-planned publicity campaign cracked the front page of the daily paper in three issues preceding the event. Another front page story carried the follow-up when the event was over. Some of the educational advertising material was used in the promotion build-up.

In addition to working closely with his papers, Farm Adviser Barnes featured the field day on the front page of the Richland Farmer, and put out an attractive poster advertising the event. Especially note-worthy was the way Ed credited all those who were sponsoring the field day.

Speaking of Credit...

Once before we mentioned the attractive mimeographed news service put out by Farm Adviser Kenneth Flake in Henry County. What we didn't mention was the way Kenny credits his material. At the top of the page he puts this line: "NEWS RELEASE from the Extension Service in Henry County--Henry County Farm Bureau cooperating with U. of I. College of Agriculture and the U. S. Department of Agriculture."

This Week's Packet...

There's a mat and a special story in this week's packet on the semi-permanent corn crib. You probably will want to get this material out just as soon as possible.

If You Missed the Sessions...

Here's a review of the editorial session during the conference last week. Three questions were discussed. Here are the answers in review.

Both north and south groups voted in favor of the "news digest" for the week, but asked that it be sent in addition to the complete copies of press and radio material. This will be done as soon as we can get the mechanics worked out.

There was unanimous approval of the proposal to hold a press and radio field day at the College next spring or early summer. Farm advisers will be hosts to their county editors and radio representatives. We'll start working out the details for this field day just as soon as possible. It may be that we can combine it for both farm and home advisers. This field day can be a big step in building strong three-way public relations.

By a vote of about 67 to 7, farm advisers approved the suggestion of mailing the next general educational advertising spread directly to newspapers after it has been received and previewed by the advisers themselves.

Wabash County Editors Approve...

Farm Adviser A. A. Wicklein stopped in during the conference. He reports that his editors "went overboard" for the land-use and conservation promotion material. And he had copies of the papers to prove it. The Wabash Weekly News had about a fourth of its space devoted to the editorial and advertising material. The Mount Carmel Daily Republican-Register carried a front page follow-up story on the conservation field day held in the county.



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Schedule Director's Letter...

The official extension service "Director's Letter" is scheduled to start rolling next week. The first issue will be mailed first class on Friday, October 1, so be on the lookout for it. After that, your letter will be included in the Friday bulk mailing, and your office manager should handle it as first class mail after it reaches the office.

40 Pages of Land-Use Material...

Iroquois County's Kenneth Imig didn't say much during the fall conference when we were talking about the rather poor showing of the land-use and conservation promotion material. There's a man who thinks action speaks louder than words.

And last week he sent us a copy of the action. In its third annual soil conservation issue, the Iroquois County Daily Times promoted sound land-use practices and conservation measures throughout 40 pages. There were 24 full-page sections devoted exclusively to soil conservation, plus 300 inches of editorial material in other pages. The issue contained 48 ads plugging cooperation in conservation programs, including 7 that were full-page size.

In addition to material from this office, there was a liberal coverage of local material--stories on the soil testing laboratory, stories quoting local farmers, bankers, feed dealers, 4-H and FFA boys.

Fire Prevention Packets...

Take another look at the stuff in the fire prevention packet, mailed directly to you. There's good story material.

Tazewell Has Editorial Visitor...

Marion Sympson, Tazewell County Home Adviser, played hostess to Joan Miller of the editorial office on Thursday and Friday last week. Editorial-wise, they met with local newspaper people, discussed county publicity, and talked over future information programs. Miss Sympson took the visitor through a flying 2-day schedule of her county-wide activities. They visited unit meetings, a leathercraft training school, a meeting of the Home Bureau chorus, and a large number of farm homes, seeing remodeling and home furnishings work.

Next week Joan swings into northern Illinois for visits with Helen Volk, Lake County; Alfretta Dickinson, Winnebago County, and Dorothy Footitt, Carroll County.

Speaking of Visits...

As you know, plans are on the fire to schedule several series of press and radio workshops next year pretty much on a district basis. How much of this we can do will depend largely on whether or not the University approves the editorial training program. The program has been approved by the College of Agriculture--and it will allow us to get a little more manpower in the office.

Until that program gets officially started, we want to be of as much help as we can on local editorial problems.

If any group of counties would like to hold a session on either press or radio problems--or both--we'll do our best to present what ideas we have. We'd favor joint sessions with farm and home advisers, because editorial problems are common to both.





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Farm Lease Material...

In this week's packet to farm advisers is a special mat and story on available farm lease materials. The covering letter by J. B. Cunningham explains the problem. You'll want to make sure that you have copies of the material before you run either the mat or the story.

Information Coordination...

We recently completed the organization of a state staff Information Coordination Committee. Each subject-matter department has appointed an information chairman. The same goes for administration and extension. These men meet with the editorial office the first Saturday of each month to plan publicity and information materials for the following month. It's going to be a big help and should allow us to do a better job of getting timely information out to you.

County Information Committee...

Speaking of the state staff Information Coordination Committee, we should mention that plans are in the making for the organization of a county Information Advisory Committee. As soon as we get confirmation on the appointments to this committee, we'll give you full details.

New Feed Assn. Publication...

A copy of the new publication, "Illinois Feed Folks," is in the packet to farm advisers. The details are included in the covering letter.

Need Announcement Cards Early...

Farm radio editor Jack Murray says it would be a big help if you would make sure to get your notices of major county events in the mail a little earlier. He needs your cards at least a week ahead of the time the event is to take place. The same goes for Jessie Heathman, who handles the home economics radio material.

Big City Coverage...

We sometimes forget the big city papers when it comes to reporting county news events. But those papers are interested. Proof is in the September 13 issue of the St. Louis Post-Dispatch which carried a big double-column story on the Jackson County Conservation Field Day. And there were pictures in the magazine section. Farm Adviser Anderson was quoted liberally in the story--and he's a good man to quote.

Pictures Tell the Story...

The whole extension crew in LaSalle County deserves recognition for the bang-up 4-H Show picture coverage in the Organized Farmer. Someone in the organization is handy with a camera and knows what makes a good picture.

For Information on a Farm Page...

If any of you would like to get some information on starting a farm page in your newspapers, you might write to Darl Fike in Crawford County. Darl has an eye-catching farm page in the Robinson Daily News and reports excellent cooperation with the newspaper editor.



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Double-Page Dairy Spread...

Hamilton county's Fred Hoppin doesn't let the farm and city folks forget that his county is behind the 6-Point Dairy Program. Every other month, the Times-Leader of McLeansboro features a double-page spread devoted to the program.

The headline on the August issue reads "SIX-POINT DAIRY PROGRAM: IMPROVE PASTURES FOR BENEFITS." In addition to the editorial material, there were 21 advertisers backing the program. No newspaper can afford not to get behind a program like that.

Spokesmen From the Field...

Last week we mentioned that plans were in the making for the organization of a county Information Advisory Committee. President McKenzie of the Farm Advisers Association and president Adams of the Home Advisers Association each suggested three advisers to serve on the committee. We extended the invitations. And we are right proud that all six accepted the assignment.

So here are the names of your spokesmen in the field: Betty Langford, Crawford; Lois Jane Bland, Marshall-Putnam; Marian Sympson, Tazewell; W. C. Anderson, Jackson; Lloyd Graham, Kankakee, and S. E. Myers, Adams.

From time to time, this committee will be asked to speak for all of you on editorial problems. So we hope you will keep them posted on your problems and your ideas for editorial developments that might come from this end. During Farm and Home Week, we would like to meet with the committee to go over plans for the Press and Radio Field Day.

Will Study Problem of Visual Aids...

The monthly meeting of the state staff Information Coordination Committee was held Saturday morning (Oct. 2). Number one topic of discussion was the need for rapid development of visual aids material.

The committee voted unanimously to request the administration to employ a full-time artist and illustrator on the staff. In addition, the committee asked that a group of three review all needs for films, film strips and slide films and to take an inventory of such aids now available in the different departments.

It is probable that we will be sending you a survey sheet asking you to indicate your needs for visual aids material. It will take a little time to get such a survey worked out. So, if you have some decided opinions right now, it might be a good idea to send them in for the committee's consideration.

Invitation Accepted...

Margaret Walbridge and A. J. Rehling, Adams county advisers, have been cooperating with the extension workers in Des Moines and Henry counties (Iowa) in a series of farm and home radio broadcasts over the Burlington station.

This week, radio editors Jessie Heathman and Jack Murray accepted an invitation from Adviser Rehling to talk over radio problems at a meeting November 5. The station will participate in the discussions--and foot the bill for the lunch. (It seems like kind of a shame to be helping those Iowa counties.)



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The Weekly News Digest...

Last week there wasn't room to comment on the first issue of "This Week's News Digest." Now we're commenting.

This weekly headline digest of the agricultural press and radio releases was requested by farm advisers at the fall conference. The digest this week is punched so that it can be kept in a notebook. If kept in a book or filed by months, it should furnish some tips for stories as the seasons roll around next year.

We're sending copies of the ag. news digest to home advisers this week. If you home advisers would like to have a weekly digest of the home economics press and radio releases, just send us a card. And we would appreciate comments from you farm advisers on the digest.

In This Week's Packet...

A matted advertisement promoting the new farm account book is in this week's packet to farm advisers, along with a special kick-off story. This mat is the same as the one issued last year to advisers in the northern counties. It should be suitable to use again this year.

A second ad layout will be sent to you within a few weeks.

College Illustrator Needed...

At its regular monthly meeting, the College Information Coordination Committee reviewed the need for the development of visual aids material. From this meeting came the recommendation that the administration hire a full-time college illustrator as the first step in the development of this field.

Invite Your Editors...

There are two events coming up on the campus in which your editors and radio people might be interested. The first is Cattle Feeders' Day, Oct. 22, and the second is the Illinois Forestry Congress, Oct. 28-29. If you plan to attend these events, and have room in your car, it would be a good move to invite an editor or two to come along.

Women Do Publicity Job...

Jessie Heathman reports that the home bureau women of Warren County did a bang-up job on their annual meeting. Home Adviser Christie Hepler was called to her home about 2 weeks before the meeting, and the county women followed through on the plans. Good advance publicity resulted in more than 300 persons attending the noon luncheon, while 800 were on hand for the afternoon sessions, including the press, radio and visiting home bureau members from 6 neighboring counties.

A Column of Credit...

"Officially she's known as Jackson County Youth Assistant Mildred Benz. But to countless residents who continue to marvel at her limitless energy in planning and carrying out the functions of her office, she's referred to more often as 'the gal who keeps things humming.'"

That's the lead paragraph in a full-column news story in the MURPHYSBORO INDEPENDENT about the wonderful job that "this gal" is doing as youth assistant in the county. The story was planned and written by the newspaper staff without the knowledge of Mildred or anyone



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Too Close to the Forest...

There's an old saying about being "too close to the forest to see the trees." Maybe it applies to us. Here's why:

Every chance we get we talk about publicity and publicity methods as a means of getting educational material to more people more quickly and with less work. But we know that we haven't been too helpful in supplying you with concrete helps on publicity techniques.

At the same time, the editorial office is trying to teach the tricks of the journalism trade to about 40 ag. and home ec. students. The text used in the course is the only one we've seen that does a first-class job of presenting the "how" of agricultural and home economics journalism. It was written both for classroom use and for use by men and women in the field. Some of you might like to get a copy of it.

The title is "Technical Journalism," written by Beckman, O'Brien and Converse and published by the Iowa State College press. The campus bookstores here have some copies, but it would be easier for you to order directly from the publisher at Ames, Iowa. The sale price is around $4.00, but it's worth it. The book presents a practical application of newspaper, magazine and radio writing.

Big News--Farm Women...

Farm women are big news. If you don't think so, take a look at the Oct. 3 magazine section of the New York Times. Free-lance writer David Demsey has a top feature titled "That Midwest Power--The Farmer's Wife." Home bureau work comes in for prominent mention in the article.

Home Advisers Talk Publicity...

Home advisers Jeannette Dean, Jackson county, and Lucille Craddock, Franklin county, talked over information problems last week with home economics press editor Joan Miller. At the same time, Joan reports that she added to her appreciation of the work being done by Illinois home advisers. She also says the southern counties did a bang-up job of staging a vacation and recreation camp at Giant City State Park Oct. 12-13.

Monroe County Resumes Broadcasts...

Farm families in the East St. Louis area once again can listen to the latest farm and home news on radio station WTMV. Farm adviser Amrine and home adviser Knop, Monroe County, take alternate Tuesday noon broadcasts on the station. They go on the air at 12:45 p.m., which is ideal farm and home radio time.

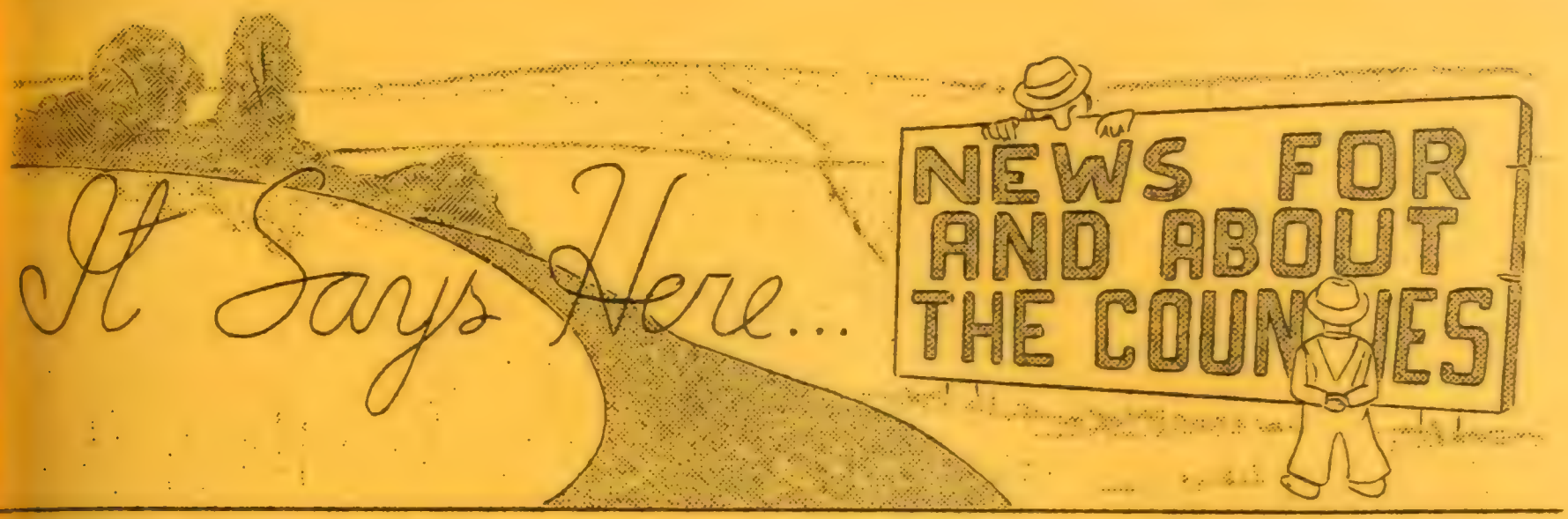
Start Daily Radio Shows...

Farm adviser L. L. Norton reports that a daily 10-minute farm and home radio show was started on radio station WCAZ, Carthage, Sept. 20. This is a jointly sponsored educational broadcast, with home adviser Mildred Eaton, vocational agriculture and home economics teachers, soil conservation personnel, county AAA committee and others cooperating. A daily radio show is a big job.

Norton writes that "The primary objective of this jointly sponsored daily radio program is to promote, activate and implement education on all noncommercial angles pertaining to the field of education in the field of agriculture and home economics."

We couldn't say that better no matter how hard we tried.





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Author Ray Watson...

"The Midwest has been known for years as the egg basket of the world."

That's the lead sentence from a darned good story by Adviser Ray Watson in the October issue of Agricultural Leader's Digest. It's called "Revolution in Poultry," and it's on page 22 if you haven't had time to take a look at it.

In the same issue--on page 20--is Duke Regnier's report on the National 4-H Recreation Program.

And while you've got the book in your hand, Cap Mast's editorial on page 15 is worth reading--and remembering.

Right Fellow, Wrong Meeting...

Sometime ago we mentioned the planned radio meeting that Adviser A. J. Rehling was having with two Iowa counties. For some reason we had "Brick" doing his chores in Adams County, and everyone knows he's in Henderson. The meeting will be in Burlington Saturday, Nov. 6.

We See in the Papers...

Earlier this fall we mentioned the establishment of the Press Clipping Bureau which is under the supervision of Bob Walker. We hope that research studies and surveys will help answer some perplexing questions. Lately all of us have had a part in going through the weekly and daily newspapers of the state. Frankly, we're impressed by the excellent job that some of you are doing with your weekly and daily papers. Papers that have a farm and home page or section seem to give the most attention to local and state farm news. That's to be expected.

In the Packet...

Dr. R. W. Bartlett has started another series of educational charts on economic problems. The first one of the new series is enclosed in this week's packet to farm advisers. Experience last year indicates that this is an effective way to present this type of information. You'll note that the release is for November 4 or after.

Bill Tammeus Reports...

The September 30 issue of the Woodstock Journal carried a big banner head which read "State's Extension Services Are Unequaled." In the story Adviser Bill Tammeus went down the line to tell his readers why farmers in Illinois received more and better services from the agricultural extension service than farmers in any other state.

The big spread came out soon after the report by the Joint Committee on Extension Policies, etc.

The farm section of the same issue carried another banner head quoting Dean Rusk's story.

All in all it was a first-class public relations job. Adviser Tammeus took advantage of a hot news break to tell the story about the work of the extension service and the county farm bureau. And he had facts and figures to back him up.

Talking About the Same Things...

Pulaski-Alexander's Mary Butler ties her weekly news stories in with her subject-matter program for the month. In this way she reaches more people and has everyone talking about the same thing at the same time.





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Information Packed Package...

Stark County Home Adviser Hazel Barackman puts out a monthly information-packed mimeographed letter to her home bureau members. The letter is a mixture of local news, dates and events, and timely subject-matter information. Maybe she could send you a copy if you want to see how it's done.

Farm Book Mat...

The second in the series of mats to promote the new Farm Record Book is in the package to all farm advisers.

You'll note that there is a printer's error on the mat. The cost of the book is listed as 75 cents. It should read 45 cents. You will want to make sure that your printer makes this change before he runs the mat. The simple way is to cut out the whole line after the mat is cast and reset the line in type.

Spinning the Dial...

Saturday noon we spun the radio dial. The announcer said, "And here is Farm Adviser Ed Barnes with the Farm Adviser's Hour." And right there was Ed Barnes with the latest farm news of the day. We didn't catch the call letters, but presume it was the Olney station.

4-H on the Air...

Lake County 4-H members Naomi Brausch and Warren Wells recently were selected by Advisers Nicholas and Volk to appear on WMAQ's radio show, "The Hobby Horse Presents."

Naomi and Warren appeared with author Clara Ingram Judson, whose book, "The Reaper Man," has just been published.

Prairie Farmer Reports...

At least two farm advisers contributed to the October 23 issue of Prairie Farmer. The short story on the Shelby County Rural Youth fund-raising activities is on page 32. Then on page 37 Cook County's C. A. Hughes tells about his experiences with Ranger alfalfa.

Local Stories on 4-H Winners...

As you know, this is probably the best time of the year to let the people know about some of the fine things being done by 4-H boys and girls. The 4-H Club Congress in Chicago is the climax of years of activity for many of the young people. Many of you are having county achievement days.

It isn't too hard to see the obvious stories--the stories about the winners, the boys and girls who get the prizes and the trips. It's just as important, though, to tell about the work of all the members of all the clubs. The winning of a prize, while it gets attention, may be the least valuable part of 4-H club experience. We'd like to think that this month would be the time when the whole story of 4-H club work is told and retold.

White Space...

In laying out your publication, remember that white space is a valuable part of the whole make-up.



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Agriculturist Coming Your Way...

The November issue of the Illinois Agriculturist will be arriving on your doorstep in a few days. It's a good-looking, meaty magazine that brings you research and other news from the university in a handy monthly form. Our editorial office has been working closely with the student staff members in shaping up the magazine to fit their new platform. One point in the platform is directed right to you county folks: "To acquaint....agricultural leaders and the rural people of Illinois with the latest scientific developments in agriculture and home economics."

You'll be getting a subscription letter too. And this looks like a good magazine to have around your office.

Sangamon H. B. Goes Into Print...

Ruth Skaggs and Julann Brya, home adviser and assistant, sent us the first issue of their new "Sangamon Home Bureau News." It has that "new look." Heretofore, their organization's publication has been mimeographed, but now they have broken into print. And the dress looks good. Readable type. Good heads. Good editorial material. Congratulations, girls!

Farm Planning Reports...

C. F. Bayles, Tazewell county, reports that publicity has been started for the farm planning project in the county. Application blanks have been prepared for signing up individual cooperators.

We're always interested in seeing copies of this kind of publicity.

From Grass to Trees...

We hear that the 1949 Yearbook of the U. S. Department of Agriculture will be entitled TREES. You may have had a chance to observe the current yearbook called GRASS. It will be a worth while addition to your library if you can obtain one from your congressman or from the Superintendent of Documents, Washington, D. C.

Farm Family of the Week...

We're especially pleased with the cooperative farm feature that's appearing each week in the Mentor-Democrat of Newton. Farm Adviser R. E. Apple and Editor M. C. Page pick an outstanding Jasper county farm family and do a half-page story with pictures taken around the farmstead.

Apple writes up the farming side of the story, giving plenty of attention to the soil improvement program. Page tells about the family and the secrets that have made them successful. Plenty of human interest. And that's what catches the readers.

Rural Youth Newsletters...

By now you've all had time to leaf through and enjoy the booklet on "Newsletters for Rural Youth Groups." It was the brain-child of Jack Murray and Curt Kenyon, with Kenyon as the man behind the cartoons. It struck us as being an idea-packed booklet. And evidently the ideas are taking hold. Two brand new newsletters have already come our way--the Montgomery County Chit-Chat Sheet and the Will County Newsletter.



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Front Page News...

Farm bureau activities in St. Clair County are front-page news in the two Belleville daily newspapers. Farm adviser Charles Glover sent us copies of the News-Democrat and the Daily Advocate. Both had front-page top head stories on the recent annual county farm bureau meeting. And the follow-up stories on the meeting also rated front-page attention. Both papers used front-page pictures. It doesn't take a wise man to figure out that there isn't going to be much of a "relationship" problem in a county with that kind of newspaper treatment.

Mentioned Before...

It seems to me that we mentioned Fred Hoppin's dairy day before. But did we mention the full-page picture spread on the event put out by the Times-Leader in McLeansboro? There were 20 pictures on the page, and they were all good action shots. Picture engravings cost money, and a newspaper doesn't spend that kind of money unless it believes in the value of farm copy.

More Good Farm Coverage...

Since the first two items mention good farm news coverage by Illinois newspapers, we'd just as well go a little further. These are examples we have run across with our clipping service:

The Daily Journal in Macomb does a consistently good job on farm news. The paper balances material from this office with good local stories.

More of the Same...

The same thing can be said of the Woodstock Journal, which we've mentioned before. The Woodstock paper probably does a better job on local farm news.

The Nashville Journal devotes an attractive section to "Ag. Extension News" and the subhead reads "compiled by your county farm adviser." So credit for the copy should go to Adviser W. D. Smith.

Adviser Glen Sons does a nice job with the Shelby County Farmer, a newspaper-type farm bureau publication. There's a lot of news. We would like to see more white space, and bigger, blacker heads on the stories.

Of all the daily newspapers in the state, one of the best farm news jobs we've seen appears in the Times Record, published in Aledo, Mercer County. It does a beautiful job. Again, credit for much of the good copy probably should go to Advisers Arlene Wolfram and H. D. Haynes.

And we couldn't end this survey of farm news coverage without mentioning the Virginia Gazette. This Cass County weekly goes all out for farm and home news material.

Recognition for Farm News...

If we can get administrative approval, we would like to sponsor some kind of recognition for weekly and daily newspapers that are doing outstanding jobs in reporting farm and home news. Our thought is that such recognition might be a part of the press and radio field day next spring. If you have any ideas on the subject, send them to us.



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PROMOTE AND PUBLICIZE YOUR WINTER MEETINGS!!

Why Hold Meetings?...

Most of you have winter meetings scheduled--one, two, three or half a dozen. They take time and they cost money. (Sometime, just for fun, figure out how much just one meeting does cost. Figure your time, the specialist's time and the time of the people who attend.)

In our book, there's only one reason for holding a meeting--to get information to the people. And there are two kinds of people to be reached--those who attend your meeting, and those who don't attend. It may be more important to reach the last group than the first.

Reach More People...

Promotion and publicity on your winter meetings will let you reach more people at less cost per person. It can help you do two jobs: (1) Get more people to your meetings and (2) Get the information to those who don't attend.

Use All Outlets...

In order to do those two jobs right, use all promotion outlets available. Use your monthly publications, your weekly and daily newspapers, your radio stations, circular letters, blackboard notices, posters, telephone calls.

Follow These Steps...

To get more people to your meetings and to reach those who don't come, there are THREE basic promotion steps that should be taken for each meeting: (1) THE ADVANCE, (2) THE BUILD-UP, and (3) THE FOLLOW-THROUGH. Let's take a look at them.

Step 1: THE ADVANCE...

The primary purpose of this publicity is to announce the date. Tell the people far enough ahead so they can save that day or night for you. It might be a good idea to prepare a big story on your entire winter meeting program--giving all the dates. People can't come to meetings if they've made other plans.

Step 2: THE BUILD-UP...

The purpose? To get the people to your meeting. Use your promotion and publicity to answer these questions: Why is the meeting being held? Why is the topic important to the people? What is the situation in the county? What has been done about it in the past? What is the person going to see, learn or do? Will it make him more money? Will it make his job easier?

Who is going to be there? Who is the guy? Where did he come from? Why was he asked to speak? Does he know his stuff? What does he look like? (If you don't have a picture, try to get one.)

Maybe you can answer all those questions in one BUILD-UP story. Maybe it will take two or three or four.

Step 3: THE FOLLOW-THROUGH...

The purpose? To reach the people who didn't come. Use your publicity to answer these questions: Exactly what was brought out at the meeting? What did the speaker say? Exactly what did the man say--NOT what was the general topic of his talk? What questions were raised? How were they answered? Who answered them? What did he say? What are the



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4-H--Front Page News...

Just had a look at the November 6th issue of the Mt. Vernon REGISTER-NEWS. The headline reads: "4-H Achievement Day in King City." And most of the front page is devoted to the work of the 600 Jefferson County 4-H club members and their leaders. A double-column spread on the left-hand side of the paper gives a complete list of the names of all 4-H club members and the leaders of the 56 county clubs. In addition, there was a round-up story on the Achievement day, an "honors" story, one on the delegate to the Club Congress and a picture story on a club winner--all on the front page. Names make news. Accomplishment makes news. Action makes news.

In the Packet...

Farm rat control is always a persistent problem. There's been a lot of information put out on it, and there's a need for a lot more.

The USDA recently issued a fact sheet on ratproofing corn cribs. We got some copies, and they are included in this week's packet to farm advisers.

Be a Better Writer...

Here's a quote from T. Swann Harding, editor of USDA. "Better writing is simpler writing. It takes more time because the simpler things are deceptively hard to say. Simplified English is not illiterate or first-grade English. It is easy to read, but it is not easy to write."

More on 4-H News...

After writing the squib on the Jefferson County coverage of 4-H news, we received a handful of clippings from Home Adviser Margarat Walbridge. Everything we said about the material in the Mt. Vernon paper should be repeated. The daily Quincy HERALD-WHIG went all out in telling about the Adams County 4-H Achievement day, which attracted 1,600 people.

Meet the Editors...

Farm Adviser E. V. Stadel, Jo Daviess County, has a note in his monthly report that a meeting was held with newspaper editors in the county to discuss news coverage of extension activities. We've written for more details and will pass them on to you when we get them.

People Read the Papers...

Early this month the St. Louis Post-Dispatch ran a column-long feature on farm family money management, praising the work of the Home Economics Extension Department at the University for what it's doing along these lines. It gave special mention to the booklets, "Our Family's Money Management Plan" and "A Guide to Family Money Management" by Mrs. Ruth Crawford Freeman and Wilma Sebens.

Then the U. S. Savings Bonds Division of the Treasury Department at Jefferson City, Mo., learned about the booklets through the article. They asked for copies to be used in programs with farm families and for teaching veterans' vocational agriculture classes. The moral? Almost everyone reads a newspaper.



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Stadel's Conference With Editors...

Last week we mentioned that we'd asked Farm Adviser E. V. Stadel, Jo Daviess County, to give us more information on his recent meeting with the editors of his county. His reply came in this week and it could serve as a mighty good guide for those of you who would like to get your editors solidly behind your program. Here is Stadel talking...

Two Reasons for Meeting...

"The meeting with the editors was called for two purposes--the first was to get them together and give them the full and complete story on the road problem in Jo Daviess County and secondly to promote good will toward the extension program.

Personal Invitations...

"Members of the Public Relations Committee of the county Farm Bureau called on the editors that live in their particular community and I called on a few that were missed in this way. Following the personal calls, we sent them a letter of invitation.

"All of the editors except one attended the meeting and he sent his regrets.

Follow-Up Calls Are Made...

"They seem to be very well satisfied with the kind of material we have been sending them and our coverage has been very good. Of course, from time to time we check papers and find an editor who is not running as much of our material as we would like. I either call on them or have an influential person in the community call on them or have the DHIA tester call on them.

One Meeting Won't Do Job...

"I think that an Editor's Meeting is a big help, but I don't think we should have an Editor's Meeting once a year and expect that to do the job. In my opinion, it helps to have other persons interested in our program let the papers know they are interested in the material and information which we are sending out. I find, too, that it helps to have various persons keep in contact with editors--such as committees, other employees, DHIA testers, etc.

Here's Our Program...

"You asked about the best way to handle it. We had no complaints, received no suggestions when we asked for them so we are continuing to send a weekly news release which is usually sent from our office either on Saturday or Monday--never later than Monday. It usually consists of four or five mimeographed pages. This material reaches all of our papers before Tuesday. Papers are published on Thursday so this gives them the release in good time. We also follow the policy of holding our releases to Dubuque and Freeport papers and sending them at the same time we do to the local weeklies. I feel that this is no more than fair because I realize they do not want to run a story after the dailies have had the release for two or three days."



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Watch the Magazine Market...

An SOS from Farm Journal this week asked us what the prospects were for good farm-family Christmas stories in Illinois. We passed the SOS along to some of you home advisers. And we'd like to hear from any of the rest of you who have a real Christmas story in your county.

The magazine wants a farm family or group of rural families that has particularly interesting Christmas festivities.

Farm magazines are always on the lookout for family features, with a fresh slant. Let us know whenever there's a good tip in your county. We'll be glad to pass it along to the editors.

New 4-H Column...

Speaking of tips, here's another item. The Newspaper Enterprise Association (NEA) furnishes supplementary material to newspapers on a national basis. At the 4-H Club Congress, one of the editors of NEA proposed a weekly 4-H column which would be sent to all papers in the country using the service. A number of states will cooperate in furnishing material for the column.

Illinois has been asked to prepare the first one--500 words long--by the first week in January. SO IF YOU HAVE AN INTERESTING HUMAN-INTEREST ITEM ABOUT YOUR CLUB OR SOME 4-H BOY OR GIRL, WOULD YOU SEND US A PARAGRAPH ON IT.

Coverage on Nutrition Conference...

The Illinois STATE REGISTER and STATE JOURNAL gave a big play to the State Nutrition Conference held in Springfield earlier this month.

We Use the Same Air...

There's been little time for magazine reading lately. But Jack Murray called my attention to an article in the November issue of the NATIONAL COUNTY AGENT. The title is "We Use the Same Air." Maybe all of you have read it. If not, it would be worth the 5 minutes it takes. John Merrifield, farm program director for a Detroit radio station, tells how he and county agent Karl Baily help each other by using radio. It's on page 14. Another good idea can be found in the article by Werner Meyer on page 15--same issue, same magazine.

Write a News Story...

Last week most of the managers of the REA cooperatives and their power-use advisers were on the campus for a 3-day conference. One session had to do with news story writing. Frank Andrew put on a copper tubing demonstration and everyone took a crack at writing it up in news story form. We put the thing all together and then tried to point out why the story was built that way. While you didn't see the demonstration, you might be interested in the story. One is enclosed in the packet. The material was reprocessed and sent out to weekly newspapers this week.

The Greatest Story...

The greatest story that's ever been told is the story of Christmas. It is a story with a lesson, and the audience is everyone. We hope you'll have time to read it again this year.

And so from all of us to all of you--A VERY MERRY CHRISTMAS AND A HAPPY NEW YEAR!



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Resolutions for the New Year!

Most of us want to make New Year's resolutions. The trouble is that when we get ready to make them we don't have a sheet of paper handy. This week we are dedicating the space in It Says Here for New Year's resolutions. Each member of the staff here will make resolutions on how we can do a better information job in 1949. We hope you will set down your resolutions for doing a bang-up county information job next year.

****

Resolution 1 _____

_____

Resolution 2 _____

_____

Resolution 3 _____

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Resolution 4 _____

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Resolution 5 _____

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Your Opinions Please...

Youth editor Bob Jarnagin believes that right now is the best time to start planning press and radio coverage of the 1949 Club Congress. And you can help.

We would like your opinions--good and bad--on the way the job was done this past year. With that as background, perhaps we can do an even better job this year.

There's a short survey sheet in this week's packet. We would appreciate it if you would take 15 or 20 minutes to fill it out and return it to us.

Who's Asking Questions...

We had a chance to talk over information problems with a group of advisers a week or so ago. The problem of "ideas for local stories" came up again. There was general agreement that if a person would keep track of all the questions asked in one day--by phone, by mail, in person--there would be more ideas for stories than could be used in a week.

What are farmers doing these days? What are they concerned about? What questions are they asking? What's the conversation topic in the stores on Saturday night? If you answer those questions, you'll have ideas for local stories.

Plug Bulletins...

Bulletins are written to help people, but people need to know what timely publications are available. The Cass County Home Bureau News has a regular column that takes care of this job. It lists the names and what information is included in the bulletins.

In This Week's Packet...

As dairymen head into the New Year they will be interested in comparing past and present milk prices with corn prices. That's what Dr. R. W. Bartlett has done in the current pictorial chart which is in this week's packet.

Washington Gets News Coverage...

Our nomination of the week for a good publicity job is Washington county. Their annual home bureau meeting got top coverage--before and after. Publicity before the meeting included 16 posters, 5 newspaper stories as well as stories in farm and home bureau publications, plus 8 radio announcements. Follow-up publicity included 6 newspaper stories. The Centralia Times did it up with a banner headline. Nice work on the part of Home Adviser Marcella Rathke.

McLean Has "Special Features"...

We like the way home bureau meeting reports are dressed up in the McLean County Farm and Home Bureau News. In a "Special Features" column, Home Adviser Jean K. Lystad writes up highlights from each unit meeting.

Farm News for City Readers...

Every day we get more proof that the big city papers are looking for good farm and farm home copy. Following the IAA convention in Chicago, the magazine section of the Sunday SUN-TIMES carried a 3-column feature on the "new look" in modern farm women. Extension and Home Bureau work came in for much of the credit.



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Daily-Radio Services Combined...

Starting this week, we are making a basic change in our direct press and radio services. This is it!

From now on, our service to daily newspapers and our service to radio stations will be exactly the same. They will be mimeographed on different mastheads, but the stories and the style of writing will be the same.

This move has been made for a number of reasons. First, it will allow us to expand our service to daily newspapers. Instead of mailing just once a week, we will mail three times a week--the same as we have been doing for radio stations. Second, it will make more efficient use of time in the editorial office. Third, we feel that the informal "radio style" is just as effective for newspapers as it is for radio.

Occasionally, special stories will be sent to the daily newspapers and not sent to radio stations.

Since the radio and the daily newspaper service will be essentially the same, your weekly packet will contain copies of only one of them--the service to dailies. In addition, you will continue to receive copies of the special service which is sent directly to weekly newspapers.

We hope that this increased efficiency will give us more time to develop special exclusive stories and materials for your use.

Farm and Home Week Broadcasts...

For those folks in your county who can't attend Farm and Home Week this year, radio station WILL (580 kc) will broadcast several of the programs daily.

Publicity on Winter Meetings...

Again this year we tried to work out an efficient procedure for assisting with publicity on winter meetings. We're not sure we have found the right answer.

In any event, this is the way it's supposed to work this year. The specialists were asked to supply the editorial office with a schedule of their meeting dates, facts and figures that could be used for an "advance story" and facts and figures that could be used for a "follow-up story." They also gave us some biographical material.

As these schedules come in, we are preparing an advance and a follow-up story on each series of meetings. If your county is listed on the specialist's schedule, we will send you a copy of the advance story and a copy of the biographical material. A copy of the follow-up story is sent to the specialist, who will leave it with you when he visits in your county.

If you want mats of any specialist who will be assisting you with winter meetings, these should be ordered directly from the editorial office.

We regret that it has not been possible to prepare advance and follow-up stories on early January meetings.

Mat of Farm and Home Week Speaker...

One of the general speakers for Farm and Home Week is Larry Livingston, Extension Division, E. I. duPont de Nemours and Co. A mat of Livingston is in the packet for farm advisers. If your farm bureau publication comes out before Farm and Home Week, you may want to use the mat.



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A New, Clean Dwelling...

One of our favorite authors is Lester A. Schlup. Les is chief of the Division of Extension Information in Washington. His weekly letters to extension editorial offices boost moral and efficiency.

His New Year's message was truly written from the heart and not just from the fingers. We thought you would enjoy reading it even though the New Year is well started. Here it is:

* * *

"I Say"...

"For some weeks, now, it had been sagging, this ramshackle hulk...this decayed relic of a bygone era which once overwhelmed us with its false grandeur. Recently we regarded it with a flurry of lifted eyebrows, wondered if it wouldn't crash around our ears. But there was no way out. So we kept it erect by deftly inserting props here and there.

"Finally it fell. I even helped to kick out some of the props myself...and then watched the superstructure slump and sprawl to the four winds. Nothing much left...nothing much but memories and a shrug.

"It was 60 minutes after 11 last Friday night when I viewed the debacle. Among the widely scattered debris I could identify readily many smashed bits of wishful thinking...many a shattered idea that once looked promising.

"And now...now we have a new, a clean, and a sparkling dwelling to occupy for a year. I want to treat it right. I say to myself, 'Let's treat 1949 a little better than we treated 1948.' It's surely deserving of the best that we can give to it.

"Goodness knows, time is just like a rug pulled from under our feet. It spills us that fast. So, let's not waste that grit and energy that it takes to pin down a few worth-while accomplishments in any one year.

"Human frailty inclines us down the same well-trodden paths...that is, it usually does unless some cataclysmic event occurs, such as war, or some epochal invention is made available, such as television. It's remarkable how much creative imagination and how many latent energies can be released under compulsion.

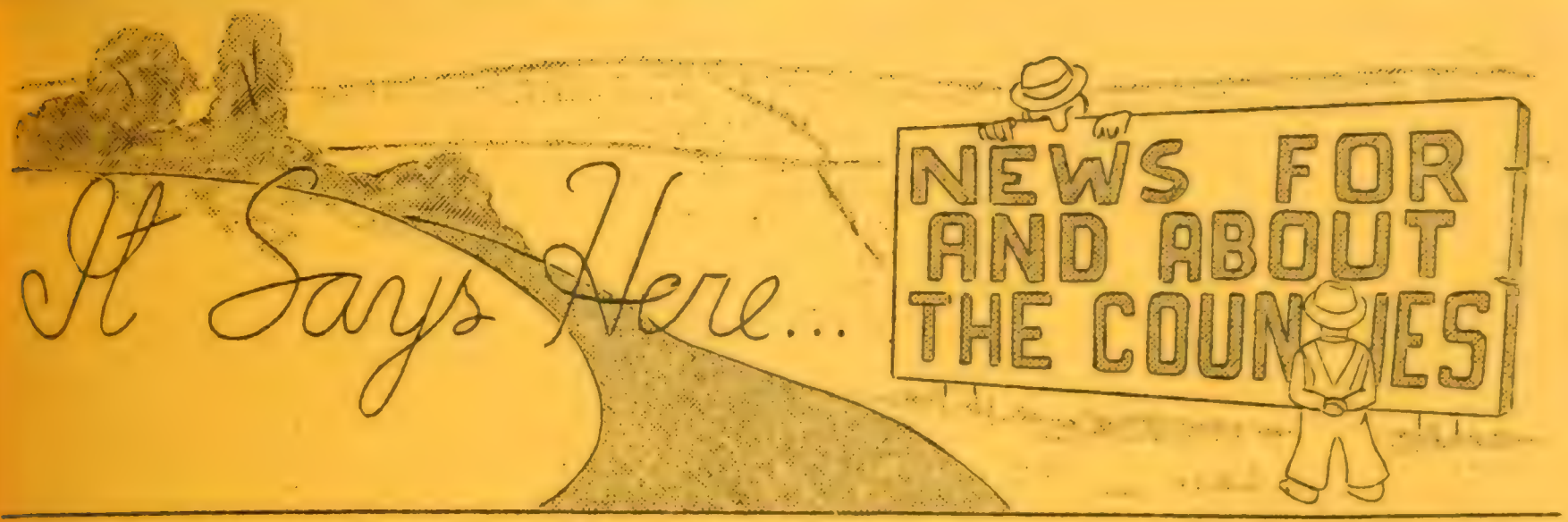
"But let's not wait for compulsion in 1949.

"Let's beat down the baleful bogey who balks us from exploring new fields.

"Let's give our best editorial ideas full rein in 1949.

"Let's go."

1/13/49



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County Visits...

Lyman Noordhoff and Bob Jarnagin, hard working members of the editorial staff, got their feet in the farmyards Monday on a visit to three central Illinois farms. Along with George Whitman, the men were digging up feature facts and material on how farmers like the new Farm Record Book.

Visual Aids by Flake...

Henry County farmers and homemakers are going to see more pictures of extension work this year. Farm Adviser Kenneth Flake reports the purchase of a new press camera. He says, "We feel it will be a real aid in preparing better educational material for our Farm Bureau publication and that it will also be an important help in preparing publicity for our extension projects." Kenneth is teaching others in the office how to operate the machine. They say, "It's easy."

Information From Other States...

Once in a while we get requests from county extension workers in neighboring states to be put on our mailing list for press and radio material. Brother extension editors in other states say they occasionally get requests from advisers in Illinois. The requests also come from radio stations and newspapers.

It raises the question of policy and procedure. As far as we can see, there is nothing wrong with promoting or telling about research work in another state so long as the results are in line with those from the home state. If you are in doubt, it might be worth a post card to the department involved.

Tape Recorders and Radio...

Coles County's W. S. Myers stopped in this week to get some pictures. We also took a minute to talk about radio and radio problems. Myers broadcasts a show once a week from Charleston, and his farm bureau board recently approved the purchase of a tape recorder as a "hired man." The recorder will be used for the radio broadcasts as well as for meetings and demonstrations and so on.

Myers says that he--and he thinks some of the rest of you--would appreciate some help on radio problems. He'd like some dope on how to build a radio show of different lengths, the best way to conduct an interview, how to make the most efficient use of a recorder, how to get local news, and others.

There also is the future possibility of establishing a "tape service." With that type of service, we would record a series of specialists' talks and interviews, and these tapes could be sent to you on request or on an established schedule.

Before we go very far with our thinking on that, we should have a better idea of the number of advisers who have radio programs, the number who are considering them, the number who have tape recorders and the kind of recorders. There would have to be some standardization of tape recorders if we were going to use a tape service.

Perhaps we can work up a postcard survey so that you can give us that information.

UNIVERSITY OF ILLINOIS LIBRARY

Press and Radio Field Day...

Have some hopes that we will be able to announce tentative plans for the



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A Piece of Good Writing...

Once in a while when we are going through the national farm magazines, we come across a piece of really good writing. This doesn't happen very often. Just once in a great while.

But the other night we discovered another example of what good writing really is. You may want to give it a special reading. And you may want to call it to the attention of your wife if you are married.

The article is in the February issue of Farm Journal on page 111. It's called "I Fly With Him." And it's written by Rose Sissons Andrew. Many of you know that Rose is the wife of flying farmer, flying agricultural engineer, and just plain flying Frank Andrew.

Read the story first for what she says but read it a second time for the way she says it. Rose made writing as easy as snapping beans on a plane flight.

In This Week's Packet...

H. B. Petty and his cooperators are getting the gears lined up for a bigger and better fly-control program this year. Before he started looking ahead, he looked backward to see how well the program went over in 1948. Many of you answered his questions. The story from that survey makes good reading--nearly $5,000,000 extra farmer income from spraying beef and dairy cattle alone.

The results are reviewed in a fill-in story in this week's packet. There also is an opportunity to review the program that was carried on in your county, to tell the results and to give some pats on the back to the folks who cooperated with you. Such a story would be a good "advance" for the 1949 program.

Farm Page Deluxe...

The other day Knox County Farm Adviser A. R. Kemp sent us copies of the newly-initiated farm page in the Galesburg Register-Mail. The page was started Dec. 16 and Kemp sent us copies to date. He asked for suggestions and criticisms.

What would you do if someone handed you the lease to a new million-dollar gold mine and asked for criticisms? That's what Kemp's got in that farm page--a gold mine for putting out farm information to both farm and city readers.

There isn't space to go into an enthusiastic description of the page here. But we're writing Kemp to see if copies of a future page might be sent to each of you.

The page clearly shows that the editors of the paper are interested in doing a real farm news job. For the first issues, the feature has been a 4-column aerial photo of an unidentified farm. When the folks who live on the farm identify it as theirs, they get an enlarged print and the following week there is a story about their farming enterprise. This feature should be a real interest catcher and holder.

The make-up of the page is excellent, with good, strong black heads, wise use of boxes and double-column spreads.

Kemp has averaged 4 or 5 stories on each page. Our only criticism might be to get more local names and local "color" into the pages in addition to the weekly feature. This may mean leaving out some of the stuff from our office, but that's good. We like to know what the reaction from the readers has been.

1/27/49



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Farm and Home Week--Ouch!

This is Monday morning, and Farm and Home Week already is under way. Gail Compton, farm editor of the Chicago Tribune, and Cres Foster, IAA information director, are on their second cups of coffee.

We thought you might be interested in a brief picture of the press and radio coverage job for an event like this.

Invite the Editors...

We've said many times that one of the important jobs was to get the editors to your meetings. That's what we've tried to do. Before Christmas, invitations went out to quite a list of farm magazine, newspaper and radio editors. And the invitations paid off.

Here are some of the guests who'll be around this week. We've already mentioned Compton and Foster. George Theim of the Chicago Daily News will be here, and so will Dorothy Hartung of the Chicago Sun-Times. Here are some others:

Art Page and Russell Parks, WLS; Paul Johnson and Gladys Skelly, Prairie Farmer; Cecil Tendick, Jacksonville Courier; James McGuire, Rock Island Argus; Cliff Lant, Moline Dispatch; Frank Bill, Bloomington Pantagraph; Claude Gifford and Gertrude Deiken, Farm Journal; Farmer Bill, WMBD, Peoria; and, of course, Lynn Ruester of the Urbana Courier and Doc Shere of the News Gazette will be in for coffee.

Advance Information...

The job of getting out advance information on the event is over. You've given a helping hand on part of this job. In addition, special stories were sent regularly to all weekly and daily newspapers in the state and to all radio stations. This "advance" was started about two months ago.

On-the-Spot Coverage...

Through the cooperation of most of the campus and many off-campus speakers, we have advance copies of much of the material to be presented. This is filed in a number of press books in press headquarters--330 Mumford Hall. This makes it possible for us and for visiting editors to put out "coverage" stories to break soon after the day's activities are over. We'll file at least one coverage story each day with the three press associations. Then there will be a number of special stories to go out. Between 2,000 and 3,000 words a day will be filed from here.

Then the Job of Follow-Up...

Spot-news coverage will do only a part of the job of getting out Farm and Home Week information. Pictures are being taken all during the week, and they'll be used for follow-up stories going to state, regional and national farm and home magazines and trade papers. And our file of talks and speeches will be used as the basis for follow-up stories to weekly and daily newspapers during the next few weeks.

Well, Let's Get to Work...

That's about the way the job shapes up. It's about the same as the job of covering any event or any meeting--invite the editors, build up interest through advance stories, cover the event and follow through.



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Press and Radio Field Day...

By the tremendously close vote of 99 to 1 (me), farm advisers voiced the preference that the planned Press and Radio Field Day NOT be substituted for the Summer Extension Conference. So far there has not been opportunity to consider other possible dates. But that will be done within the next week or 10 days.

Meanwhile those responsible for the event would appreciate it very much if you would go over the proposed outline and send in any comments, criticisms or suggestions you have. We presume most of you studied the outline carefully during or since Farm and Home Week. But just in case you have misplaced your copy, there is another one in this week's packet.

Seriously, this is your field day for your editors. And we want to do everything we can to make it successful. You should keep in mind such problems as transportation, housing, organization of the day, who you want your editors to meet and what you want them to see and hear.

Awards for Farm News Coverage...

Here's another item on which we would like your opinion. Several folks have suggested that we invite editors to submit entries of their newspapers or newspaper farm pages. These entries of farm news coverage would be judged by a committee of qualified editors, and suitable "awards of recognition" made during Press and Radio Field Day. We would like your ideas on that score, too. Drop us a card and let us know how you feel about it.

In the Packet...

We mentioned previously that we had requested some extra copies of the Galesburg Register-Mail farm page. The paper was good enough to send us 100 extra copies of their February 4 issue, and one copy is included in the packet for farm advisers. You home advisers may want to take a look at it, too.

More and more editors are realizing the value of a farm page or a farm news section. Several editors have asked us for suggested mastheads for such a page. During the next few weeks we hope to work up some suggestions. When we do, we will send them on to you.

Also in the Packet...

We've talked for some time about a better system of supplying you with good illustrations and drawings in mat form. So far we don't have the system worked out. But there is a soil-testing cartoon in this week's packet to farm advisers.

Press Problems...

Wanted to mention profitable Farm and Home Week discussions with Advisers J. B. Turner, H. C. Wheeler, Glen Sons, Bill Tammeus, C. E. Yale and Fred Hoppin at different times on different press and radio problems. At least they were profitable for us.

Advisers Wheeler and Sons are considering a get-together with all editors in their counties. And we have offered to sit in on the discussions if we can be of any help.

2/10/49



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Select Press-Radio Field Day Date...

It's probably too early to think about extending the official invitation--but the dates have been set for the first state-wide Illinois PRESS AND RADIO FIELD DAY!

Those dates are Friday and Saturday, June 3 and 4, immediately preceding the Summer Extension Conference. They were set this week at a meeting of the Field Day committee with Professor Spitler and the supervisory staff. While the dates are close to the Summer Conference, they were about the only Friday-Saturday combination open from mid-May to mid-July. Plans now are to synchronize the Summer Conference and Field Day activities.

By next week we hope to supply you with a more complete outline of the how, what, when and where of the event. And it's still not too late to send in your suggestions for the Field Day program itself.

So far as we know, this will be the first time that any state has staged a field day for all editors in the state.

The important thing is for you to put down those dates--June 3 and 4--on your calendar. You are the joint hosts. The editors are your guests.

Somer's Garden Transcriptions...

All radio stations in the state have received the announcement of Lee Somer's 1949 series of radio transcriptions on gardening. The series is offered free to any station requesting them. If the station in your area plans to run the series, you may want to check with them on the time schedule. And you may want to put a "listening plug" in your farm bureau publication.

The Need for Local Color...

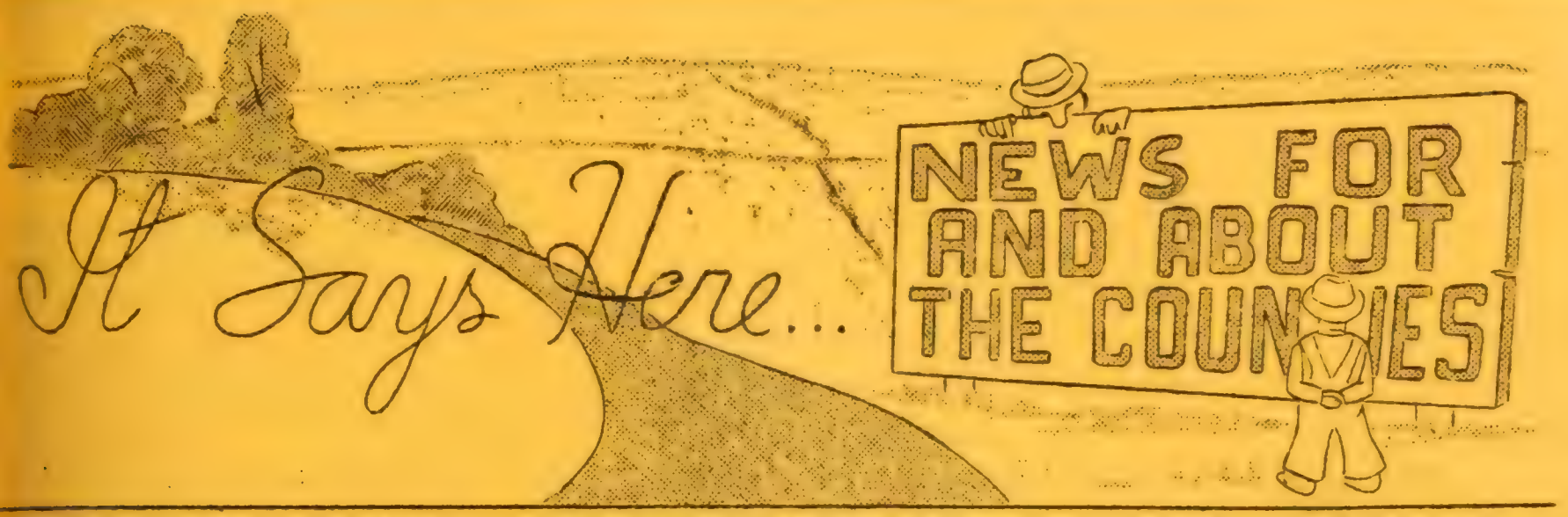
Last week we sent farm advisers a copy of the Galesburg Register-Mail farm page. Adviser Kemp asked for our suggestions. Recently Advisers C. E. Yale of Lee County and W. H. Brown, Greene County, asked us to comment on their newspaper-style farm bureau publications and our comments and suggestions were about the same to all three men. For that reason we suspect they might apply to other counties.

Layout and make-up of all three publications were good. The farm page and the farm bureau publications were neat, attractive and easy to read, with good use of black story headings.

When it came to content, we found that all three men had done an excellent job on "advance" and "follow-up" stories--meetings, demonstrations, tours, etc. They also did a good job on straight subject-matter information.

But the thing we missed was local color. We missed big and little stories that tell about particular people who live in a particular county. The stories that tell about what those people are doing, what they are planning to do, what they are thinking about. We missed the stories that tell about how John Jones started to build a new hog house, about Bill Brown's plans for early summer pasture, and Mrs. Sadie Hawkins' good luck with chickens. Those are the stories that give flavor and color to your farm page and county publications. No one else in the world can write those stories but you and your local editors.

Those are the stories that reach up and bite you every day. Ernie Pyle made editorial history and a fortune by writing stories just like that.



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Committees Named...

Things are starting to roll on plans for Press and Radio Field Day. The committees approved by Dean Rusk will meet Saturday morning to start work on more final plans for the event. These final plans will be checked by the previously named Adviser Information Committee before the last OK is applied.

Several advisers have expressed approval of the idea of having editors submit examples of farm news coverage for judging. We'd like to hear from some of the rest of you.

Might be a good idea to talk over the tentative plans with your editors and to suggest that they save the dates--June 3 and 4.

Farm News From Danville...

When a new baby enters the family, the older kids may not get enough attention. During the past several months we've mentioned a number of newspapers which have started new farm pages. Perhaps we've been guilty of neglecting the papers which have been doing an excellent job for a long time. This should not be.

Last week Orin Hertz sent us a copy of the farm page which appears regularly in the Danville Commercial-News. The Commercial-News has featured farm news and a farm page for a long time. Merrill Faulk is maintaining the standards of the paper. We've talked with Merrill a number of times, and we know the kind of cooperation he gets from the farm adviser's office. This is a farm page which has much of the flavor and color we were talking about last week. Each week there is a good sprinkling of local stories about local people and local conditions.

Front Page News...

Promoting a farm page in your local newspapers doesn't mean all farm news should go on that page. A good many stories will end up on the front page. Wabash County's A. A. Wicklein sent us an example of the front-page coverage his Mt. Carmel papers give farm news.

For Your Attention...

If your clients leave you alone for 5 minutes, take a look at the story on tape recorders and slides on page 18 of the February issue of Better Farming Methods.

Take another look at the February 19 issue of Prairie Farmer and note the coverage they gave Farm and Home Week.

Home News Section...

From time to time we've talked about the newspaper farm page. By implication at least, we were really talking about the farm and home page. Farming is a family affair, and most farm pages will be stronger if they have both farm and home news stories.

Some papers prefer to have separate farm and home sections. The Woodstock Journal is an example. We've mentioned Bill Tammeus' work on the farm page. The same good words can be spoken for Home Adviser Clara Sweeney's Home Bureau News Section.

Ex-County Agent Speaks...

Attached are some personal notes written by South Carolina's Information specialist, Jim Eleazer, who was a county agent for 28 years. Many of you know him. His ideas make good sense.

PRESS, RADIO SERVED THIS AGENT 25 YEARS

How Jim Eleazer, S.C.,
Uses Long Experience
To Help Field Staff

For 28 years I was county agent.

I guess it was an inborn laziness that always made me seek the easiest effective way of getting the job done. And that didn't seem to hurt. For I didn't have to leave the county when I did, and they sent me on my way with a handsome silver service.

I had been a county agent three years before I got a whiff of something that was to serve me well. As we sipped a coke at the drug store one morning, Dr. Jim Pitts asked me, in the presence of the editor, why I didn't write a set of notes weekly for the paper. The editor gave it the nod and we were off.

For 25 years then I never missed, and that weekly chat with my folks proved to be the most potent means I had of reaching them. No time spent brought such results as the hour or two each week getting up the column.

Brevity was the first essential. And variety the next.

Make It Unpredictable

Brevity gets read. And variety holds readers. I tried to make it unpredictable, and put a little foolishness in along with the solid matter as garnish. We had measures that showed it was widely read. It made our work more effective and saved a lot of leg work. It reached and was read by a lot of town folks too, and that's not bad, for they also vote appropriations and pay taxes.

Four years ago my assistant for 12 years came back from the army. I moved to the college, and he took over in the county. And since then they have called me "Information Specialist"--a lot of sound but not much fury. And I might say, the agricultural column idea has been continued on a state basis. Practically all of the daily papers use it; so do about three-fourths of the weeklies.

But one of the main features of what I sometimes facetiously call "my work" (it is not work at all, for I like it too well for that) is to visit and ride with the county agents and try to help them make a greater use of this great tool in reaching their folks. I try to impress them that industry and business pay great sums for space in which they advertise and sell their wares. We have a program to sell, just as they have products to sell. What they have to pay for is free to us. "Use it. Make your stuff so good and applicable to your county that papers will want it, and not feel that it is a favor to you to use it"--that's what I tell the county workers.

How to Help Agents

An agent asked me to come visit him and just make the rounds with him and see what news I could pick up by the roadsides there and by visiting farms with him on his rounds for a busy day. He was having trouble in finding enough interesting local stories and success items of what farmers were doing under his guidance.

I rode with him, and a more fertile field I never saw before. I called his attention to enough things, and made notes of them for him, to fill his column with live stuff of vital interest for several weeks.

This suggestion is made to our fellows: that they mark any pertinent idea or thought that they read and keep these marked sheets in a drawer that's handy to their typewriter. I never read our leading farm paper that I didn't mark a dozen items, put a page number on the front. Then when I was ready to write a column those things would give me the idea of something that I could apply locally. And I urge them to make notes, brief ones, when an idea comes to them anywhere, in the field, on the road, or at church. These notes, too, will help to make their news column alive and rich. With a drawer full of such stuff, when it comes to writing a column then, all you have to do is just pat your foot--and you have it.

About the hardest thing is to get a fellow who hasn't written before to do it. He just naturally shies away from it. And if he is forced to it, he gets up on a stilt, writes in the same manner, and the stuff just doesn't sound like him. By all means, I urge them, be natural. "You can talk, or you wouldn't be where you are. Write the same way." These are stock sayings I have used, and I think they carry a secret to county agents who are really serious about wanting to reach more folks with less effort.

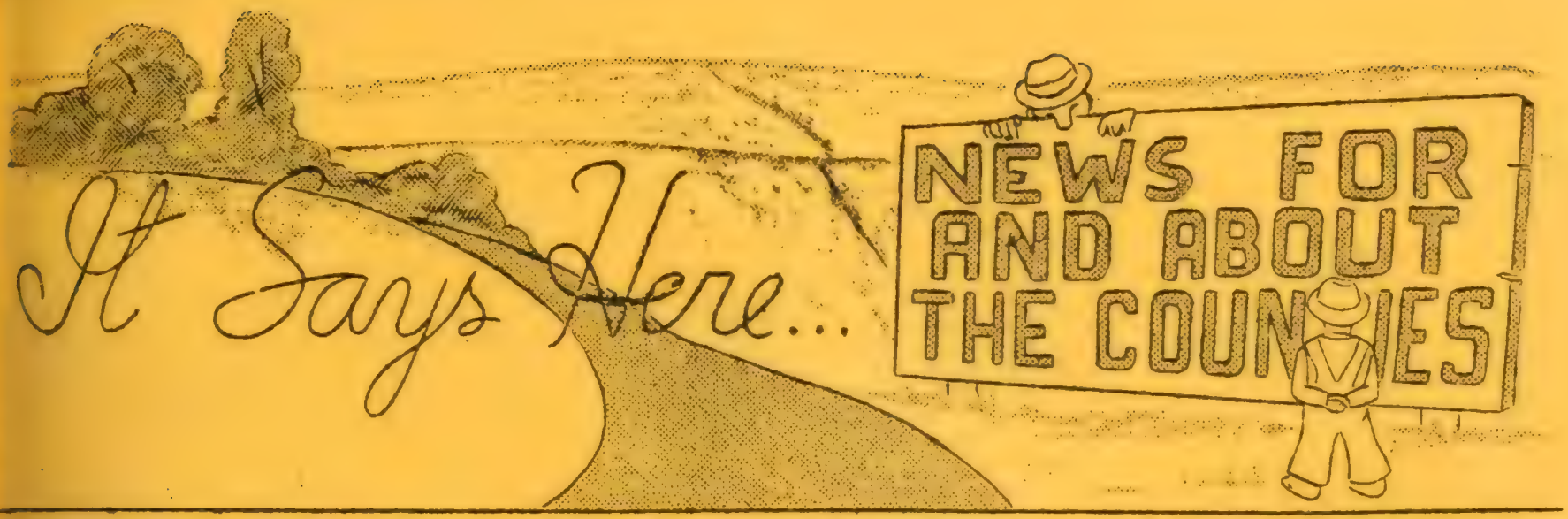
Personal Service Has Limits

This thing of personal service has its limits. A man can do just so much that way, and some of it is necessary. But he can work himself to death that way, and he will be away from home so much that the kids are liable to start inquiring of mother, "Who is that man I sometimes see here in the house?"

The fellow who tries to do all that an up and hustling county agent is called upon to do in that manner will likely grow old and die early. What he needs to learn is that there are improved mass means of reaching folks in his educational and action job.

I have talked of the press. I could say as much of radio. It served me well the last 6 years I was county agent. Folks listened. We had proof of that. We tried to make both the press and radio so down-to-earth with our folks that a fellow wouldn't fail to listen or read, for we might use his name and he wouldn't miss that for anything.

Yes, press and radio are the potential strong arms of the county extension worker.



Extension Editorial Office University of Illinois College of Agriculture

Field Day Committees at Work...

Press and Radio Field Day committees met Saturday morning to check signals before starting work on final plans for the event. Here is a very tentative calendar which we hope to be able to follow.

Committees will present tentative plans on Saturday, March 12. These reports will be reviewed and discussed during the following week. The final program should be ready and in the mail to you by the first week in April. Then we should like to have you invite your editors and radio representatives by April 15. Dean Rusk's follow-up invitation will be sent out shortly after that date. He will also invite state, regional and national editors. We will not put out any publicity on the event until after you have had plenty of time to contact your editors.

There is still time for suggestions from you.

Who Does the Inviting...

All home advisers are invited to take part in the Field Day, if they care to do so. Mrs. Burns has suggested that home adviser participation be left optional, and that's the way it will be.

We would suggest that in those counties where both the farm and home adviser plan to attend, invitations to editors be extended jointly.

University Reference Folder...

Through the good offices of J. F. Wright, Director of Public Information, we have received extra copies of the University Reference Folder. A copy is in your packet.

LaSalle County Holds Publicity Meet...

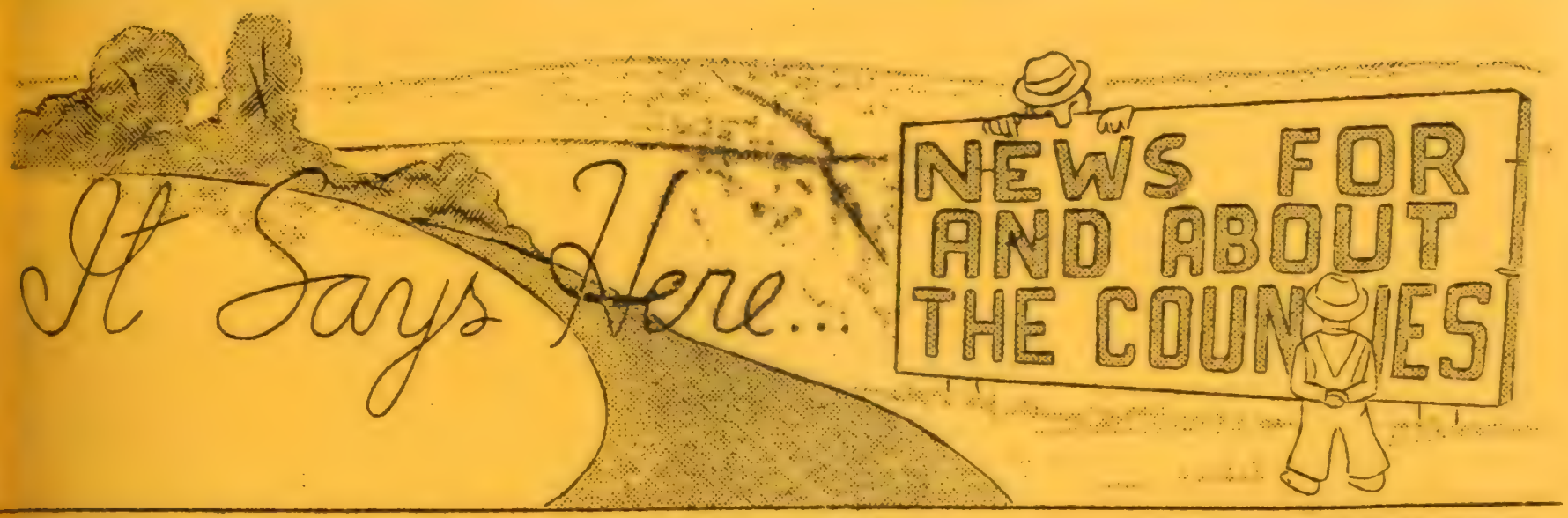
Talking problems over with the editors is one of the most action-getting ways to build up a county information and publicity program. In LaSalle county, Home Adviser Eureath Freyermuth and the unit publicity chairmen invited editors of daily papers in the county to take part in a round-table discussion of mutual problems. Then a writing workshop was held for the publicity chairmen to try their skill on doing "advance" stories for a county event.

The guest editors included John R. Fornof, Streator Times Press; Charles Sapp, managing editor of the Ottawa Republican Times; and Floyed Esche, state editor of the LaSalle News-Tribune.

In the session with editors, a number of problems were brought out: (1) Women working with papers need to get better acquainted with editors and local correspondents. This would help clear up misunderstandings about deadlines, how the papers want stories written, etc. (2) More advance planning of stories needs to be done. When papers are kept informed about county events and home economics extension programs, they can plan ahead to give more space to special stories and to work out pictures when possible.

A county publicity committee of four women has been set up to work with the home adviser in planning publicity for county events and working out special informational stories to tie in with the home economics projects being carried on in the county. They plan to send a monthly calendar of events to all newspapers as one means of keeping papers informed.

3/1/49



Extension Editorial Office University of Illinois College of Agriculture

Press Clipping Party...

There's coffee on the fire and popcorn on the table tonight in the editorial dungeon. We're having what's called a press clipping party. Once in a while, when we have some special work to do, we hold a special party--and do it. That's what's happening tonight.

Since July 1 we've been making a continuous study of the farm and home news being used by a large sample of weekly and daily newspapers. This means we've had to go through a sample of more than 50 daily and 70 weekly papers, marking, clipping and tabulating stories used. When we've finished a year's study, we hope the data will give us some specific answers to specific questions about what editors use--and why they use what they do.

The trouble is that the papers pile up on us. That's why we're having the party.

Fred Hoppin's Dairy Page...

Going through the papers tonight, we came across another of Fred Hoppin's 6-point dairy spreads in the McLeansboro Times-Leader. The spread this month is a peach. The big, black headline reads: BUILD HERD WITH ARTIFICIAL BREEDING, and most of the copy and many of the ads are directed toward that theme. The pages are split about 50-50 between editorial copy and advertising, with the advertising support coming from 15 sponsors. As many of you know, Fred has been running this spread every two months to promote the dairy program in Hamilton county. Now he'll have to do the same thing over again when he moves to Logan county.

Bob Jarnagin Signs Up...

There must be something about extension editorial work that wears down a man's resistance. Youth editor Bob Jarnagin signed a life-time matrimonial contract in Des Moines Sunday. This step from the ranks of single men took place just about 7 months after he joined the staff. Former radio editor Bill Gifford arrived on the staff single, and married within 4 months. Jack Murray succumbed after being on the staff 10 months. Makes a person stop and wonder.

McHenry County Publicity Meeting...

Home economics radio editor Jessie Heathman has just reported on the excellent meeting she had with 29 home bureau unit radio chairmen in McHenry county.

There's a new FM radio station in Woodstock, and the home bureau has been sponsoring two half-hour radio shows a week for the past two months.

The meeting last week was devoted to such problems as program format, types of information for radio, program planning, presentation methods, rehearsal problems and so on. Some time was also spent on the actual planning of programs for the spring and early summer months.

If you'd like more information on the McHenry county plan, drop a note to Jessie or to Mrs. Clara Sweeney.

In the Packet...

Another in the series of pictorial charts prepared by Dr. R. W. Bartlett is in this week's packet to farm advisers.

3/10/49



Extension Editorial Office University of Illinois College of Agriculture

Banter's Farm News Every Day...

There's nothing more discouraging than to be asked for constructive suggestions on something that's already about perfect. That's the way we felt this week when Stephenson county's V. J. Banter asked us for suggestions on the daily farm news page in the Freeport Journal-Standard.

This daily page of farm and home news contains darned near everything we've plugged for. First, you've got farm and home news going to a big audience every day. A local picture is featured in almost every issue. There's excellent balance between local, state and national farm news stories, subject matter information stories and features. The stuff is short, punchy and to the point. The make-up is attractive and the story heads look readable.

Just take a look at the variety of stories in one issue--Friday, March 4. A 4-column banner head on the remodeling of the farm bureau building. An advance story on the county 4-H club rally--and another on plans in Ogle county. There is a report on rural electrification progress in the area, and two stories from college specialists. Two more items are from Springfield offices.

But the best story in the lot covers the farm wiring and plumbing meeting conducted by ag. engineer Frank Andrew. Don't know whether the editor or Banter wrote the story, but it says something--it tells you "what the guy said."

We could go on like this for hours, but you get the idea. Banter also reports that the five weeklies in the county give good farm and home news coverage, and he has two local radio programs a week on two stations.

4-H Headlines Again...

The headline in the March 5 issue of the Centralia Sentinel reads: 4-H CLUB SCRIBES REPORT ON YEAR'S ACTIVITIES. And the whole solid page was devoted to news-filled reports from every 4-H club in the county. Most of the reports mentioned the names of the club officers and the names of the leaders. They told about projects carried by members, the special tours and camping programs. One scribe told about selling $30 worth of textile painting products. One club reported on the bake sales held for the Sister Kenny clinic.

We don't know who gets the orchids for proposing the page--but it was a good one.

Speaking of Headlines...

The editors of the Danville Commercial News cooperated with the extension folks in Vermilion county to feature a half-page 4-H picture spread in the Sunday, March 6 issue. The heading for the spread was: 4-H PROGRAM APPEALS TO ALL THE FAMILY.

Progress on Press-Radio Field Day...

We've set April 1 as the date we hope to send you all the final whats and whys and wherefores on Press and Radio Field Day. The program committees are supposed to have their reports in next week--and the same goes for housing, banquet, registration and so on. All the dope will be in one package when it comes to you.

3/17/49





Extension Editorial Office University of Illinois College of Agriculture

Johnson County 4-H Headlines...

Every day we see more evidence of the kind of support being given 4-H Club work over the state. Take the March 10 issue of the Vienna TIMES for example.

The headline on that paper reads 4-H MEMBERSHIP DRIVE LAUNCHED. And the page-1 story told about the drive and the increased interest in 4-H Club work in Johnson county. But the big splurge came on three pages of a special supplement. Those pages were jammed with special ads and editorial material on the membership drive. All told, 25 business firms showed their backing of club work through the advertising columns.

Another Explanation...

We still get an occasional letter from one of you people pointing out that some stories in your weekly packet carry release dates which are past. Each time we do we feel that we have not done a good enough job of explaining why that happens.

Attached is a copy of our letter to Adviser Wayne Churchill on this problem. If you still have questions after reading it, drop us a note and we'll try again.

Farm Law Reference Sheet...

Farm Law authority H. W. Hannah has prepared a current reference guide to farm law materials. A copy of the guide is in farm and home adviser's packets.

Experience With Visual Aids...

We understand that several Illinois farm advisers have been asked to review their experience with visual aids for the June issue of the EXTENSION SERVICE REVIEW. Similar experience stories are being prepared by advisers in a number of states.

Last week Lester A. Schlup, Chief of the Division of Extension Information in Washington, quoted comments from some of these men. Here's one from Oklahoma agent Gaston Franks:

"I BELIEVE THE TIME HAS COME WHEN A COUNTY AGENT CAN BEST DISSEMINATE USEFUL AGRICULTURAL INFORMATION TO FARM PEOPLE WITH TOOLS SUCH AS NEWS COLUMNS, NEWS STORIES, BLACK-AND-WHITE PICTURES, AND THE RADIO. AND REDUCE THE NUMBER OF EDUCATIONAL MEETINGS HELD."

In Minnesota, the visual aids specialist says a recent survey indicates that the average county agent spends about $80 a year on visual aids materials. That Minnesota survey brought out a lot of interesting information. If we can get a summary, we'll send it on to you.

Still Have Hopes...

We still have hopes of getting all the dope to you on Press and Radio Field Day soon after the first of April. Be sure to have those dates down--June 3 and 4. That's from noon on Friday, June 3, to noon on Saturday, June 4. Saturday afternoon will be devoted to optional tours.



COOPERATIVE EXTENSION WORK IN AGRICULTURE
AND HOME ECONOMICS
STATE OF ILLINOIS

College of Agriculture, University of Illinois
United States Department of Agriculture,
Cooperating

March 18, 1949

Extension Service in Agriculture
and Home Economics
Urbana, Illinois

Mr. Wayne Churchill
Will County Farm Adviser
59 West Clinton Street
Joliet, Illinois

Dear Wayne:

I'm sorry that there seems to be a mix-up in the timing of information material. And I wonder if we are together in our thinking on how the whole thing is supposed to work. Let me see if I can outline it again.

1. Copies in your packet marked "for dailies." This is our direct service to daily newspapers. It goes out now three times a week. On Tuesday, for example, we mail out releases direct to newspapers for release on Thursday and Friday. On Thursday, we mail out the releases for Saturday and Monday. And on Saturday we mail out the releases for the following Tuesday and Wednesday. The package mailed to you yesterday (Thursday, March 17) will include copies of all the daily stories mailed out Saturday, March 12; Tuesday, March 15, and Thursday, March 17. This means that some of the release dates are bound to be past, because we have three mailings direct to the newspapers and hold copies of the material to send to you once a week. The reason we send copies to you is so that you will know what has gone to the newspapers in your county. Similar material has also gone to radio stations.

2. Copies in your packet marked "for weeklies." Mailed the same day as your packet to all weekly newspapers in the state. Here again, we send a copy to you for your information

3. The fill-in stories are sent exclusively to you for what use you may make of them. We appreciate that this has not been too much help in the past, and we hope to improve it in the future.

You see, we feel here that the information sent directly from here to the newspapers and radio stations is only a supplement to the much better farm and home information you people have in your counties. We'd like to see newspapers use both -- stories from here and good local stories from you. It is easier for us to handle stories from the state staff and extension specialists directly from here, and we hope it saves some of your time. At the same time, you can do a much better job of digging out the local experience stories. At least that's the way we would like to see it work.

Sincerely yours,

(s) Hadley Read

Hadley Read
Extension Editor



Extension Editorial Office University of Illinois College of Agriculture

Plans Complete for Field Day...

The Press and Radio Field Day Committee has given Dean Rusk a final report on the program and plans for the event. Enough copies of the program for all of your press and radio representatives will be mailed from his office by the end of this week or the first part of next. Any questions you may have should be answered in this material.

Take a Look at the Program...

We hope you'll have time to go over the Field Day material as soon as it hits your desk. There's been a lot of unadulterated hard work put into the initial planning stages of that program--and there'll be a lot more before all the details are taken care of. Credit for the program should go to Mary Jane Rice, A. R. Ayers, Harry Russell and O. H. Sears. These people are responsible for the four units which make up the program. And they've been backed up by a committee from each department.

Emphasis on "Seeing" and "Asking"...

You'll note that the Field Day Committee has stressed the fact that the program should emphasize "seeing" and "asking" with a minimum of formal "hearing." That's what they thought you people would want. For example, Dr. Scott, head of the poultry section, is starting broiler chicks on comparative feeding trials right now. By the time you are here for the Field Day, the birds will be 8 weeks old. You'll be able to see what kind of job his "high energy" rations do compared with straight rations. He'll have the live birds and he'll have dressed birds ready for the table.

Invite Editors Soon...

We don't want to put out any advance releases on the event until you've had time to contact and invite your editors. At the same time, we need to start the information ball rolling just as soon as possible. As far as we know, Illinois will be the first state to hold a statewide Press and Radio Field Day, and we ought to let the people know about it.

We will hold up on any general publicity material going out from here until Thursday, April 21. This should give you about 10 days or 2 weeks to get together with your people in the county. And it will give us time to get invitations out to state, regional and national editors and broadcasters.

Need Advance Estimate on Visitors...

You'll note in the material being sent from Dean Rusk's office that the committee has asked for an advance estimate of the number who may be attending from your county. If at all possible, this should be sent back by return mail--even though you haven't had time to contact your folks. We'll ask for another final check about May 15.

Truman May Already Set...

Frank Andrew, the flying ag. engineer, has been another slavedriver in working on the program. He reports that Madison county's Truman May has already cleared the decks to bring his press and radio representatives to the Field Day. He expects to bring six or seven editors as guests of the county farm bureau. We'd like reports from the rest of you as soon





Extension Editorial Office University of Illinois College of Agriculture

Special Fly Control Material...

By the end of this week, we hope to have a special packet of fly control promotion material in the mail to you.

The packet will be for your use exclusively and will contain (1) suggested copy for a special county publication on fly control or a special edition of your farm bureau publication, (2) mats and proofs of suggested illustrations you can use in your publication, (3) our suggestions on how to set up such a promotion piece, and (4) a special story to call the attention of your people to the 1949 program. Lyman Noordhoff is handling the editorial end of the fly control work this year.

The mat illustrations are NOT for use by your local papers. We are preparing additional material for them and will send it directly, as you suggested last fall.

Vermilion Editors Invited...

Had a note this week from Vermilion county's Orin Hertz. He says, "Mrs. Kemper, home adviser, and I visited most of our outlying newspapers. We discussed the publicity program and gave each an informal invitation to Press and Radio Field Day."

You should have copies of the program and all the facts and figures by the time you get this letter. You'll note that a card has been included with the letter from Dean Rusk. The Field Day committee would like your estimate of the number of folks who will be coming from your county.

4/7/49

4-H Promotion Credits...

We know it's impossible to mention everyone who put out top-rate 4-H promotion material during March. But we'd like to hand bouquets to the excellent double-page spreads in the NEWS DEMOCRAT of Belleville, HENRY NEWS-REPUBLICAN, Sumner DISPATCH, and the HIGHLAND JOURNAL. Credit also goes to the folks who worked with the ALTON EVENING TELEGRAPH and the EDWARDSVILLE INTELLIGENCER.

Salute to New Farm Editor...

This week we salute THE HARVARD HERALD in McHenry county and their new farm editor, Les Bourn. The Herald started a new farm page last month, and Bourn is the man at the helm. Featured on the first farm page was the weekly sense-making column of Bill Tammeus.

Still Need Date Cards...

Jack Murray reports that the white announcement cards telling about dates and county-wide events in your county have fallen off to a mere trickle. So just a reminder: If you have a county-wide event, send it in at least 10 days ahead of time and we'll announce it to all radio stations in the state.

Look for Electrical Stories...

The magazine ELECTRICITY ON THE FARM is looking for stories on how farm women solve homemaking problems with electricity. Here's a chance for you Home Advisers to show off how your women have put equipment to work for them. Send us the word if you have a good possibility, and we'll send it along to the editor.





Extension Editorial Office University of Illinois College of Agriculture

Banter Explains Program...

Several weeks ago we mentioned the excellent farm information job being done by Stephenson county's V. J. Banter. At that time we asked for some more information on the why and how of his effort.

His reply is attached. He says everything we've tried to say before. But he says it better.

One More 4-H Mention...

We can't let this week pass without making one more mention of a good job of 4-H promotion. The bouquet this week goes to the folks in Randolph county--Mees, England and Conachie. The Sparta NEWS-PLAINDEALER devoted almost an entire section to reporting 4-H club activities.

Fly Control Transcriptions...

Radio editor Jack Murray has worked up a series of radio transcriptions to promote the fly control program. The first record consists of a series of statements by Dean Rusk, Director Yung, Dr. Mills, Mr. Schuman and Dr. Cross. Other records deal with various phases of fly control. The records have been offered to radio stations in the state on a share-the-cost basis. The charge to them is $6. You may want to talk with your station manager about running the transcriptions as a part of your county fly control program.

In the Packet...

Two items--another in the series of Bartlett charts and Hank Hannah's Farm Law Reference Index.

Thanks for Attendance Estimates...

We've already started receiving your cards on the estimated number of editors who'll be on hand for Press and Radio Field Day. Looks as though most of you are planning on 100 percent attendance. And that's good. Barnes says he'll have 4, Mowery says 7. Myers in Coles county says there'll be 6 editors and 4 advisers. Cross says 6 from DeKalb, plus 2 advisers. Meyers in Stark county is bringing 3 editors. Harper in Mercer is bringing 2. Perisho in Bond has 3 editors lined up.

We hope all of you have a chance within the next few days to return that estimate card to the Field Day Committee. It's going to take some work to get facilities lined up after we have a count.

Home Demonstration Week Plans...

The kit of stories and materials on National Home Demonstration Week is being mimeographed to send to editors next week. These stress the state-wide home economics extension program which is being carried on by you home advisers and the women you work with. A set of suggestions for stories and radio programs during the week will be sent direct to home advisers. Editors will be most interested in localized stories you can prepare for them. This is a good chance for you to give credit to the women in your county for the work they are doing.

Another Good Farm Page...

For a long time we've wanted to mention the excellent farm news page Darl Fike puts out in the Robinson DAILY NEWS. This is another page that has a good mixture of local, state and nation-

April 11, 1949

Mr. Hadley Read, Extension Editor
University of Illinois
330 Mumford Hall
Urbana, Illinois

Dear Mr. Read:

I have been rather slow in answering your letter of March 18. You asked for certain information which I will give you very briefly.

The first question as to how we go about getting news to weekly and daily papers. I might say, we have one daily and six weekly papers. All but one of the weekly papers have given us very good cooperation. Ordinarily, we prepare several news articles each Saturday morning. These go to the daily and also to the weeklies, with a notation to the daily paper as to when they can be released. This is usually Wednesday, Thursday, and Friday of the next week. By this plan, the papers are looking forward to the news and do a good job of publishing it.

Our plan of keeping track of information is not too good. I do have one drawer in my desk in which I put all items that I think I may want to use in my publicity program. These items are then gone over when we write our news articles. Most of the university releases are rewritten to give them a local slant.

Our daily newspaper has a rural representative who comes into our office every morning. We try to furnish him with one or more stories each time. It may be a story on 4-H Club work, which he will secure from Mr. Richards, or one like the article on artificial breeding which I am enclosing. Wilbur Goeke and I worked this story up along with our local technician and gave it to the newspaper.

In cooperation with the members of the U.S.D.A. Council, we plan a series of four to six radio programs ahead for each of the two local stations. The person who is to be in charge of each program is indicated. He can get what help he needs in putting it on. Frequently we call in farmers who have done a good job along certain lines to tell of their experience. This seems to be a very good plan.

You asked why I take time for a publicity program. The reason is that farmers come to the office and mention articles which they have read in the papers or in our farm monthly or perhaps they wish to discuss something they have heard over the radio. We believe that we can reach more people, with the least effort, by this type of program than we can in any other way.

Sincerely yours,

(S) V. J. Banter

V. J. Banter
Farm Adviser



Extension Editorial Office University of Illinois College of Agriculture

Estimate Cards Roll In...

As of Monday of this week, nine more advisers had sent in their estimates on the number of editors who would be on hand for Press and Radio Field Day. Here are the additions to last week's list: Livingston, Cass, Madison, Rock Island, Brown, Marshall-Putnam, Lee, Henderson and Perry. The men report a total of 36 press and radio representatives for an average of four per county. Truman May heads the list with 7 editors expected from Madison county.

The first press release on the Field Day is going out this week to weekly newspapers. One will go out next week for daily papers, to be released at the same time--Thursday, April 28. Hope you all have time to see your editors before that time. We'd like to have all the cards in by the last day of April.

National Home Demonstration Week...

This week's packet to home advisers is filled with suggested stories, radio programs and radio announcements to help home advisers tell about home demonstration work in the counties.

This material is the work of Jessie Heathman and Joan Miller of the staff here. They also are sending supplementary material to the newspapers and radio stations. We would guess that many editors do not have a clear picture of just how home economics extension work is carried on in the state. This is your chance to bring them up to date. And it's a good time to give a vote of thanks to the many women who help with the program.

Mat on Phosphate...

One of Clyde Linsley's mats on the comparison of colloidal and rock phosphate is in this week's packet to farm advisers. The story that goes with it is also in the packet. Clyde asked that this material be reissued since a number of you had asked for information on the comparison.

Another Columnist...

Just noticed another good farm column in one of Illinois' Better newspapers. The newspaper is the ELKVILLE JOURNAL. The name of the column is "Around the County." The author is hard-working, news-minded W. C. Anderson. We haven't made a count lately of the number of advisers with regular columns, but we think the trend is good.

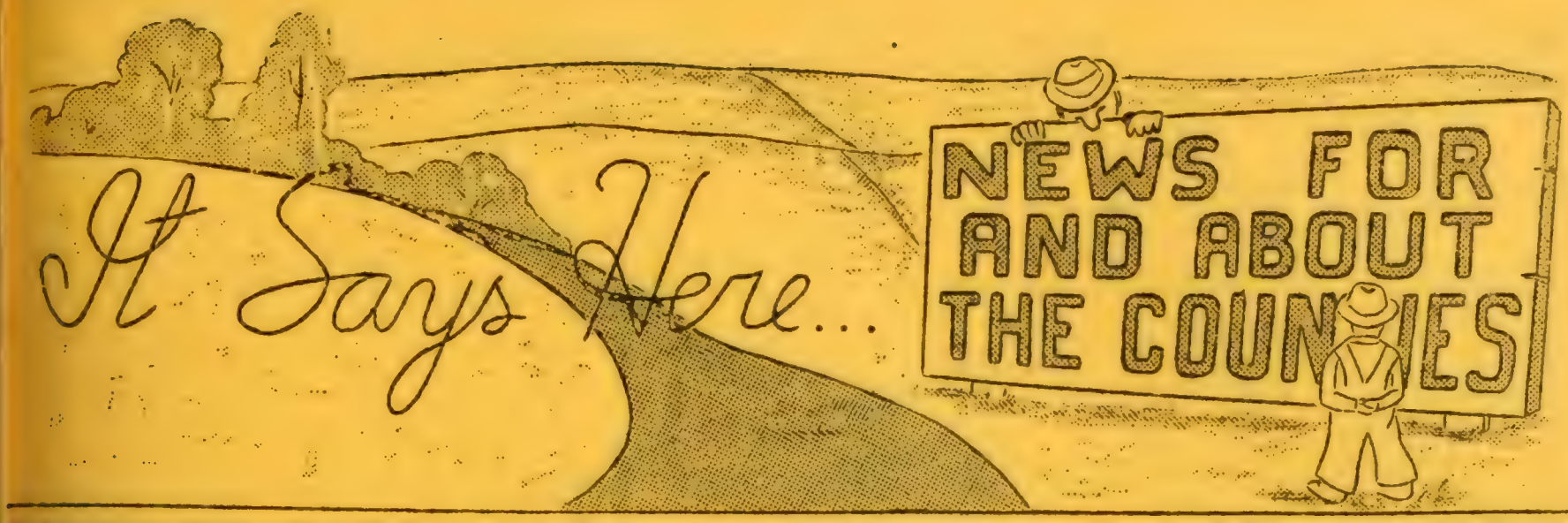
A farm column is a good way, to put a lot of human interest into the news pages. It's a mistake though to make a column be an all-around work horse. All the eggs shouldn't be put in one basket.

Meeting With 4-H Reporters...

Fred Blackburn reports that the Centralia SENTINEL held an afternoon meeting for all 4-H reporters in the county. "About 30 leaders and reporters attended and were shown how news was set up and how the newspaper was printed. I think this is a worth-while demonstration for the reporters, and we are hoping it will stimulate greater interest in getting reports to the paper on time."

4/21/49





Extension Editorial Office University of Illinois College of Agriculture

Herald-American 4-H Column...

The Chicago Herald-American's 4-H Column has caught on. The first month it grew from a once-a-week to a twice-a-week feature. We think it's a good way to get the 4-H story to more people--farm, village and city. So, don't hesitate to add the 4-H editor of the Herald American to your news mailing list. They like the items about local clubs and local members.

Fly Control Clip Sheet...

Have hopes that the fly control clip sheet for newspapers will arrive from the printers this week. We'll send you a copy of all the material and will send copies directly to all your weekly and daily newspapers with the suggestion that they contact you before launching a big drive. There'll be an order blank for the editors to use in ordering the mat illustrations.

An Anticipated Question...

In times past, several advisers have asked who was supposed to sell the ads for these special editions--the newspaper or the county extension office. The answer is the newspaper. The educational advertising material is designed as a service to the paper. It allows his advertisers to support a sound and worthwhile program. And, at the same time, it means increased advertising revenue for him.

4-29-49

Information Service--Two Ways...

We've said it before, but we can say it again. We'd like your tips and suggestions on information stories you'd like to have from here. A post card will do.

Speaking of Cards...

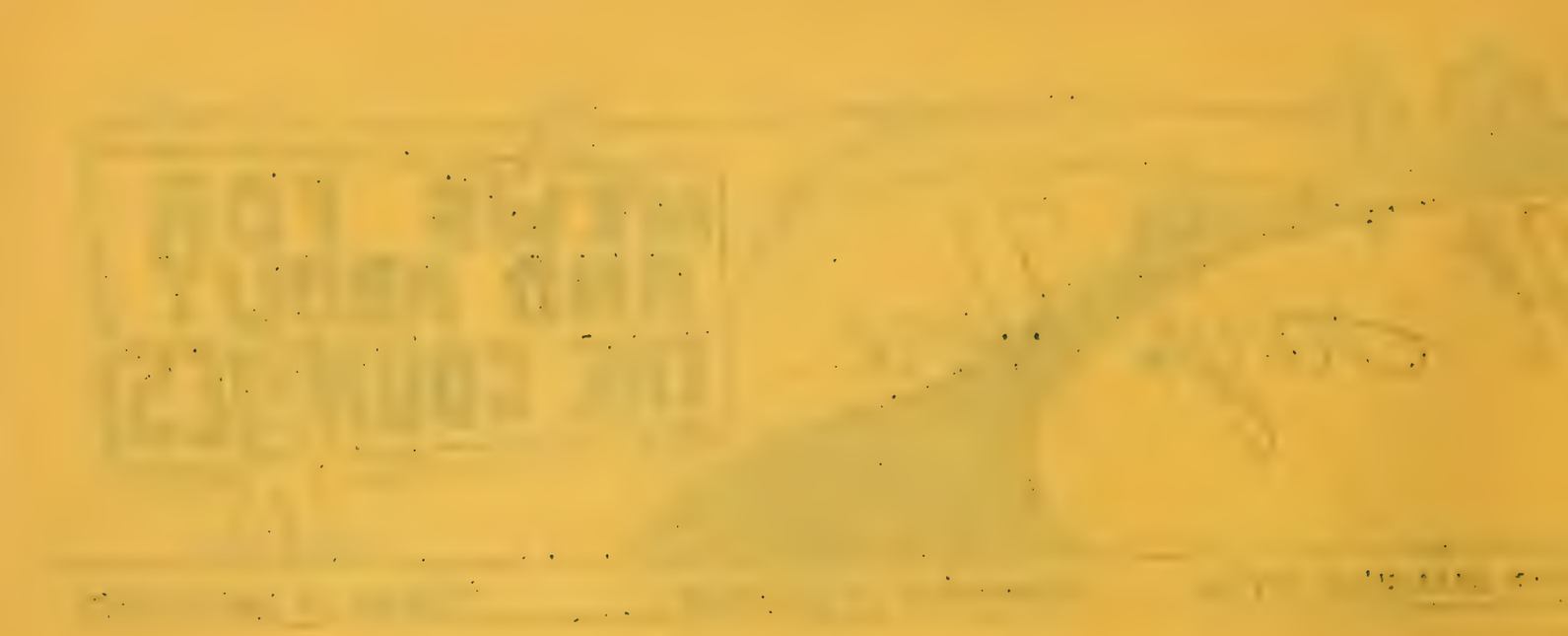
We're still short on reports from some of you on the estimated number of press and radio editors you plan to have on hand for the Field Day. The two committees needing the information early are banquet and housing. They don't want to see anyone without a bed or a meal ticket.

Paul Krows writes, "Our editors (5) will be guests of the Moultrie County Farm Bureau while attending the Field Day, as our Board enthusiastically gave us the green light on this."

Here are the other counties reporting this week: Bureau, Cook, Douglas, Edwards, McLean, Mason, Moultrie, St. Clair, Saline and Shelby.

In the Packet...

There's a special release in this week's packet to farm advisers. It is an unusual cartoon mat and an editorial story on the dangers of soil erosion. The cartoon was drawn by a retired Wisconsin newspaper cartoonist, and was sent to E. D. Walker by Farm Adviser H. R. Brunnemeyer. Ernest prepared the editorial story to go with it. We think it's good stuff.





Extension Editorial Office University of Illinois College of Agriculture

Are There Questions?...

If you have any questions about the mechanics of Press and Radio Field Day, you may want to send them in now. Bill Coolidge asked whether arrangements were being made for women and whether or not more than one editor from a paper could be invited. The answer to both of these questions is YES. You can invite as many editors as you want--just so you let us know how many are coming from your county. We should also know the number of men and the number of women.

Fly Control Push...

We've seen some mighty good use being made of the fly control copy and illustrations we sent sometime ago. Kenneth Flake put out a special fly control section in the Henry County Farmer and ran 2,000 extra reprints for county distribution. The front page and much of the inside pages of the April Champaign County Farm Bureau News is devoted to spreads on fly control. The same is true of Paul Wilson's Farm Bureau News in Saline County. If we aren't on your mailing list, we would like to receive copies of any special material you put out.

Home Advisers' Publicity...

Outstanding examples of home economics extension publicity are to be on display at the National Home Economics Convention in San Francisco in June. We need examples of good publicity from home advisers in various counties for the Illinois exhibit. Would you send us examples of your top newspaper stories and pictures for this past year? If possible, send whole pages from your newspapers, or send clippings of the stories and pictures. Mail to Joan Miller, 330 Mumford Hall.

Plans for Better Farm Radio...

During the past few years there has been a tremendous increase in the number of Illinois radio stations. At the same time, more and more stations are giving attention to farm radio programs. Many of you have started participating on farm shows during the past year or so.

All this means that the College of Agriculture and the editorial office have increased opportunities and obligations to service you and these stations with sound, timely agricultural information. Consideration of an expanded farm radio service, however, results in numerous unanswered questions. How many stations actually have farm shows now? What kind of shows? Where do they get their material? What kind of material would they like to have? How many farm advisers now have their own farm shows or participate regularly on radio programs? Where do they get information? What kind of help do advisers want?

To get the answers to such questions, Jack Murray has prepared two questionnaires--one for radio stations to answer and one for you. The one to stations has been mailed out, and yours is in this week's packet. It shouldn't take you more than 20 minutes or a half hour to fill it out, and we need your suggestions to guide our thinking in the future. We would like to have all the returns in by June 1 if possible.

5/5/49





Extension Editorial Office University of Illinois College of Agriculture

Top Host So Far...

Hancock County's George Reid is way out in front for honors as top host for Press and Radio Field Day. A note from George this week says "Chances look good for 100 percent representation from 12 newspapers and 2 radio stations for Press and Radio Field Day."

Any way you add it up, it comes out 14 editors for Hancock county. The statisticians will tell you, though, that you can't bring more editors than there are in the county--and quite a number of you have indicated 100 percent attendance even though the number may be less than 14.

Here are some more counties that have sent in cards during the past week or so: Carroll, Clay, Effingham, Fayette, Fulton, Gallatin, Henry, Iroquois, Jo Daviess, Knox, Logan, McHenry, Menard, Morgan, Piatt, Pike, Tazewell, Whiteside, and Woodford.

A Final Check...

Those of you who have not returned your estimate cards may want to wait now until the final check card is sent out. This final check card probably will be in the mail by Monday, May 16, and should reach you by Tuesday or Wednesday. There'll be a franked, self-adressed card for you to use to give us the final data on attendance. And the deadline for getting them back will be Saturday, May 28.

5-12-49

Local Names--Local News...

From time to time we've mentioned the importance of local color, local flavor and local names in your news services to county papers. Recent issues of the Galesburg DAILY REGISTER farm page indicate that Adviser A. R. Kemp is working toward that goal. One feature of the farm page is a box column called "notes from the farm adviser," and local names stand out in bold face type.

Pride in 4-H...

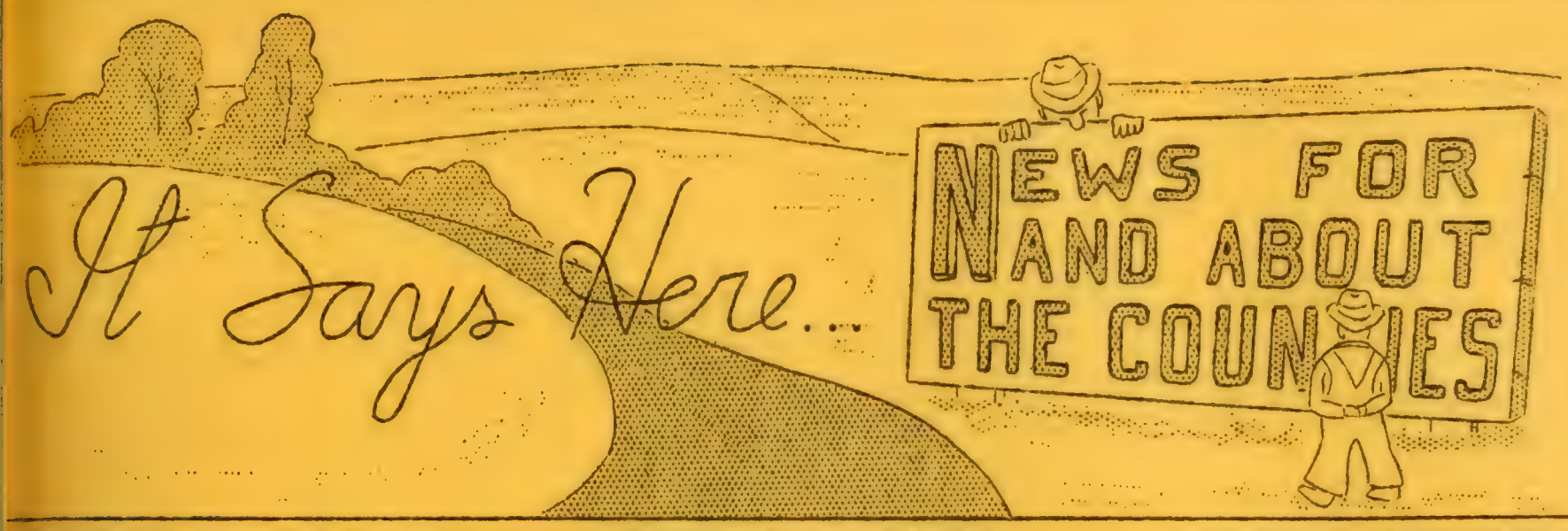
Some time ago, Adviser Paul Krows sent us a copy of the Bethany ECHO which featured 4-H Club work. One ad especially caught our eye. The headline read "My Kids Are 4-H Members--I'm Proud of My Kids." The proud father of those 4-H kids had taken a 3-column 12-inch ad to tell why he thought it was important for youngsters to belong to a 4-H club.

Another Farm Section...

Don't know whether or not this is new, but we've just noticed the FARM NOTES section in the Petersburg OBSERVER. The author of this farm section is Adviser Lloyd Chalcraft. A companion column of Home Bureau news is prepared by Home Adviser Galie McDougall.

The Results of Discussion...

It helps to get editors to sit down around a table and talk over farm and home news problems. If there's food on the table, it helps that much more. Lawrence County's H. C. Wheeler reports that as a result of such a discussion a while back, two newspapers have started farm and home news sections.



Extension Editorial Office University of Illinois College of Agriculture

It's in the Family...

Moultrie County's alert home adviser, Virginia Guthrie, has added an interesting postscript to our mention last week of the 4-H booster who ran the ad, "My Kids Are 4-H Members -- I'm Proud of My Kids."

The father was F. H. Bland, and Virginia writes that "he has reason to be proud. Three of his four daughters have consistently been rated state outstanding club members, and the fourth is headed that way."

If you haven't already guessed it, one of the daughters is Lois Bland, now home adviser in Marshall-Putnam County. It's good that we are keeping all this talent in the family.

Noordhoff Stretches His Legs...

Assistant Editor Lyman Noordhoof is back at his writing machine this week refreshed and rejuvenated after taking in the Brownstown experiment field meeting, spending a couple of days with W. C. Anderson in Jackson County and ending up the week touring the Dixon Springs Experiment Station. It was a postman's holiday, though, because he came back lugging pictures and notes for 14 or 15 stories.

He reports that you fellows have a wealth of material in these experiment station field meetings that your local farmers would like to read about in the newspapers or hear over the radio. If you spend a half day or a day attending one of these meetings, it should be worth an hour or two of your time to write a news story about what you found out--it seems to us.

Corn Borer Reporting Service...

As you know, a record number of corn borers wintered over this year. The fields that were planted early are definitely in danger.

Assistant editor Jack Murray and Dr. George C. Decker have organized a fast, efficient radio reporting service to keep farmers informed on the progress of the borers throughout the critical period. There's a story in this week's packet that explains the system.

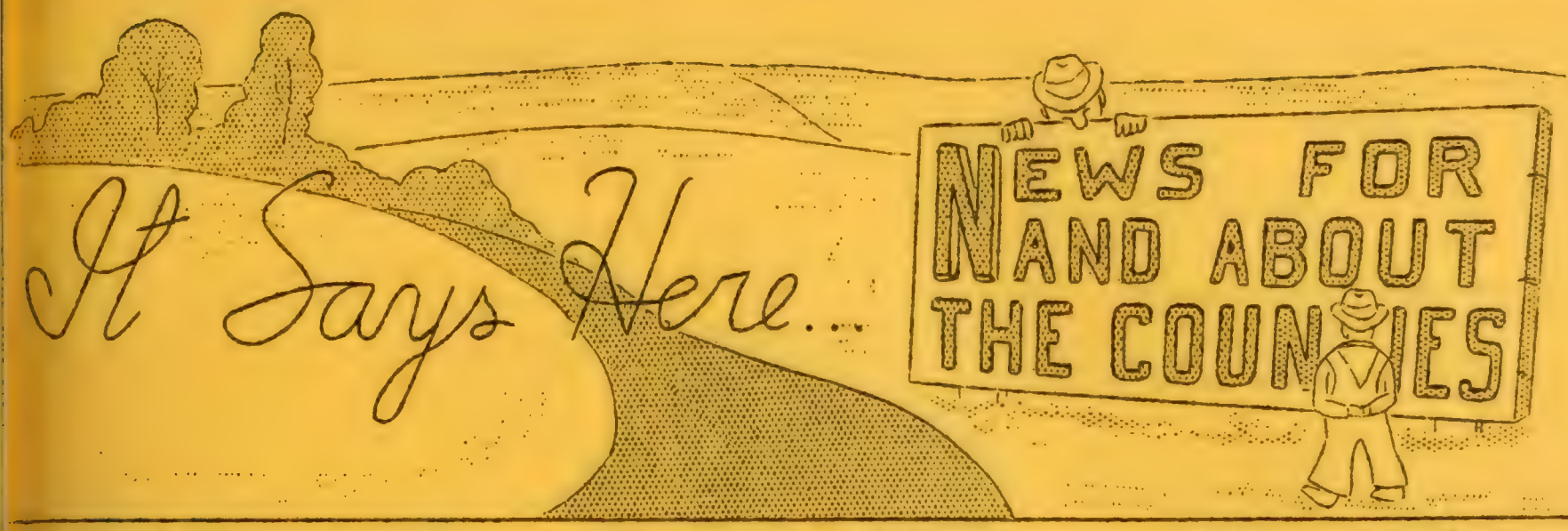
Your local newspapers will probably want to carry the story. You could include it in your farm bureau publication. The information could be mimeographed for a letter insert. Local spray operators might help spread the word.

Looks Like a Big Day...

Here's the way we personally feel about Press and Radio Field Day: The closer it gets the better it looks. We didn't like to bother you people again with the final check card, but it was necessary in order to draw together all the loose ends. Please get it back as soon as possible.

In addition to the expected 300 or more Illinois editors you people are bringing, it looks like there'll be more than 50 representatives from state, regional and national publications and radio stations. Country Gentleman, Farm Journal, Successful Farming, Capper's Farmer and Prairie Farmer all will be represented. So will the National Broadcasting Company and the American Broadcasting Company. Here are some of the others: Milton Dunk, Better Farming Methods; R. R. Hannas, American Poultry Journal; and Les Troeger, 4-H News.





Extension Editorial Office University of Illinois College of Agriculture

Let's Check Signals...

Everything seems to be lined up in good shape for PRESS AND RADIO FIELD DAY. But it would be a good idea to check signals so there won't be last-minute confusion.

Check Your Group Assignment...

Group A includes all counties from Adams through Fayette. Group B is Ford through Lee. Group C is Livingston through Pulaski-Alexander. Group D is Randolph through Woodford.

The Right Group at the Right Place...

To avoid confusion, be sure you go to the right place at the right time. The complete schedule is listed in the Field Day program which you have. Group A starts out at the Airport Friday noon; Group B at the Livestock Pavilion; Group C at the Agronomy South Farm, and Group D at the Lower Gym in Bevier Hall.

The official starting time is one o'clock, Daylight time. It would be helpful if your group could arrive earlier. There are going to be a tremendous number of things to see.

Register at Your Units...

Go directly to your first unit, and register there. Banquet, luncheon and air tour tickets should be purchased when you register. Room assignments will be made at that time for those who asked us to make reservations for them.

5/26/49

Two Hours for Each Unit...

Each group will have 2 hours at each unit. Again, it will help if your people move out of one unit and into the next on schedule. That's another reason for getting here early on Friday.

Banquet at 6:30...

The banquet Friday evening will be at 6:30 in the Main Ballroom, Illini Union. You'll have an hour and a half after the last visit to check in at your rooms and wash your face.

Optional Tours...

Since everything can't be covered in the formal program, there'll be a list of optional visits your editors may want to make Saturday afternoon. This list will be available at the registration tables at each unit.

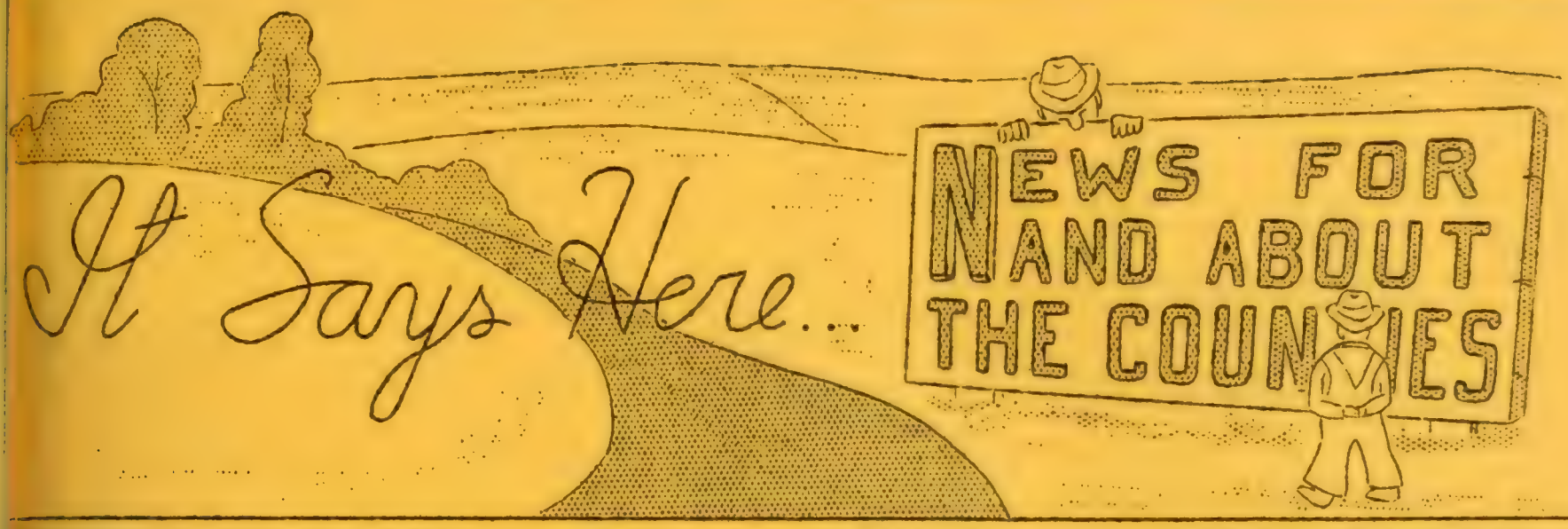
We'll see you Friday!

In the Packet...

There are two things of special interest in this week's packet to farm advisers. The first is another mat and story from Clyde Linsley on the use of rock phosphate to boost legume production.

The second is a special write-up on the danger of army worm infestation and what to do about it. A number of reports of damage from these worms have come in to H. B. Petty from the western section of the state. Two warning stories have gone to the wire services, and a special story will reach daily newspapers about the time you get this packet.





Extension Editorial Office University of Illinois College of Agriculture

Field Day Reflections...

This week the hat is off to those who made Press and Radio Field Day the success many said it was.

Credit first to you people who took time during a busy season to bring your editors to the campus. We know some of you tried and couldn't make it. Surely a big step has been taken in the job of building closer working relationships with the editors.

Nearly everyone in the College of Agriculture had a hand in the show from this end. Here are some who get the black ribbon of the high order of dark circles under the eyes--Frank Andrew, Dick Ayers, Harry Russell, Mary Jane Rice, Bob Cohlmeyer, Lawson Culver, O.H. Sears, Elmer Sauer, Jack Murray, Lyman Noordhoff, Joan Miller, O. L. Whalin and a lot more who can't be mentioned in this space.

The Field Day Committee would like comments, observations, suggestions and criticisms on how such an event can be made better in the future--whether for editors or for someone else.

Joan Miller Resigns...

A gal whom we always thought was pretty well educated has left the editorial family to get some more. Home economics press editor Joan Miller leaves this week with plans to take advanced graduate work in the field of foods and nutrition--probably at Cornell. Since no replacement for Joan is in sight, you home advisers probably will be shortchanged a bit on the amount of home economics press material coming your way. We'll try to remedy the situation as fast as we can.

In the Packet...

Another in the series of pictorial charts by Dr. Bartlett is in this week's packet to farm advisers. This chart shows how prices act before, during and after wars.

Washington 4-H Camp Coverage...

Youth editor Bob Jarnagin pulls out of here Friday night to head for Washington, D.C., to help give press and radio coverage to the National 4-H Camp.

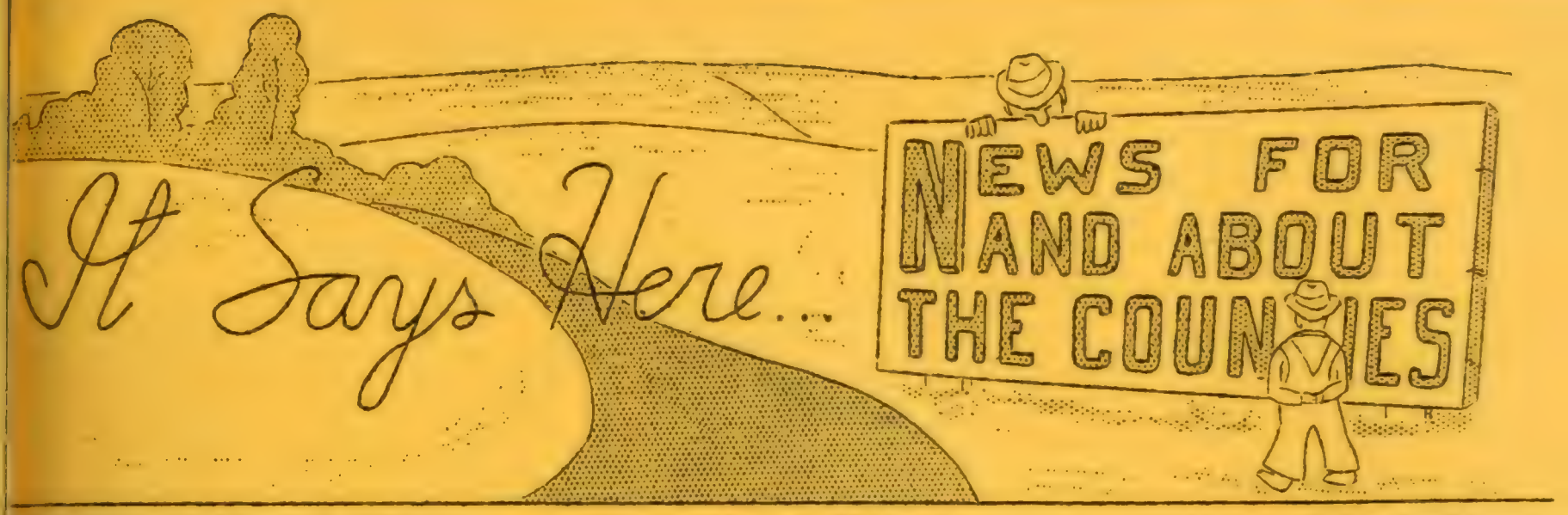
4-H Camp Fund Raising Drive...

Be sure to take time out to figure out your promotion program for the camp fund raising drive. During Press and Radio Field Day, a number of editors indicated that they would like to have more mats from the college. You may want to talk this program over with your editors and show them what mats are available. Mats can be ordered on the blank which was included with each packet.

Editors Want More Local Experience...

During the past two weeks a number of editors have asked if it would be possible for us to put out more actual farm experience stories--even though the farmer may not live in the paper's coverage area. This we are going to try to do. At the same time, we can't hope to do as good a job of finding and preparing experience stories as you people can in the counties. Newspapers and radio farm directors want stories on what farmers and homemakers are doing and how they are doing it. The door is wide open.

6/9/49



Extension Editorial Office University of Illinois College of Agriculture

Credit to You...

You people will appreciate this mention of Press and Radio Field Day by M. L. Wilson, Director of the Federal Extension Service.

"I have had some fine reports on a field day for newspaper editors and radio people held by Dean and Director Rusk, of Illinois, and his staff last Friday and Saturday...The point I liked most was that the county agents acted as hosts and brought the editors and radio people from their counties to the university."

If we haven't said so before, that's the part the rest of us liked best too.

What About Regional Days?...

Some advisers have suggested the possibility of holding regional or district Press and Radio Field Days next year. One might be held at Dixon Springs, one at some soils experiment field, one at a district 4-H camp site and so on. These could be one-day affairs with a picnic or barbecue in the evening and a general bull session following. We think the suggestion has a lot of merit, and it may be something to think about for 1950. If you have comments, pass them along.

Just One More Mention...

If your editors ran stories or editorials about the field day and you have a copy handy, we would like to see it. A report is being prepared for those who paid the bills from this end, and these editorial comments could be included in this report.

Honors for 4-H Supporters...

There are a great many people over the country who have had a big part in helping promote 4-H club work. Seven of these people were honored for their contributions at the National Club Camp in Washington this week.

A mat containing the pictures of the seven men and women and the story of their contributions is included in this week's packet to farm advisers. We were supplied with only 100 mats, so there weren't enough to send to both farm and home advisers.

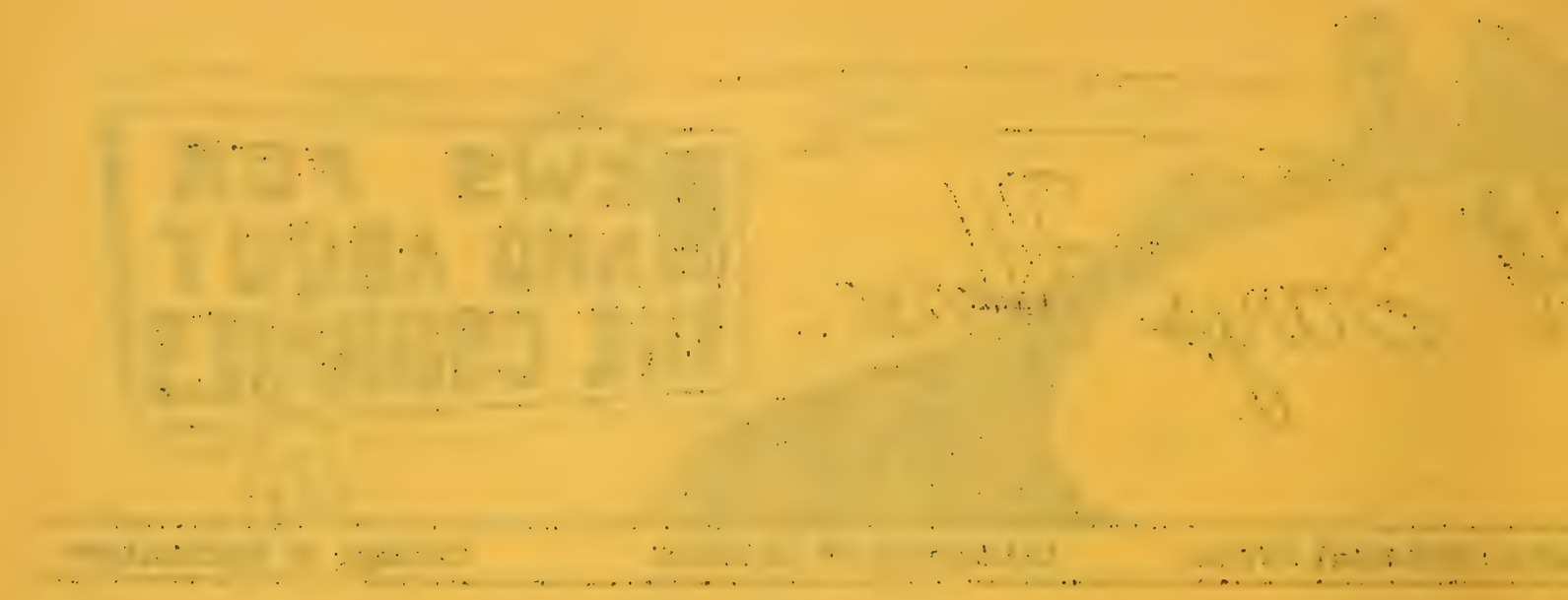
Promotion Steps Up Office Calls...

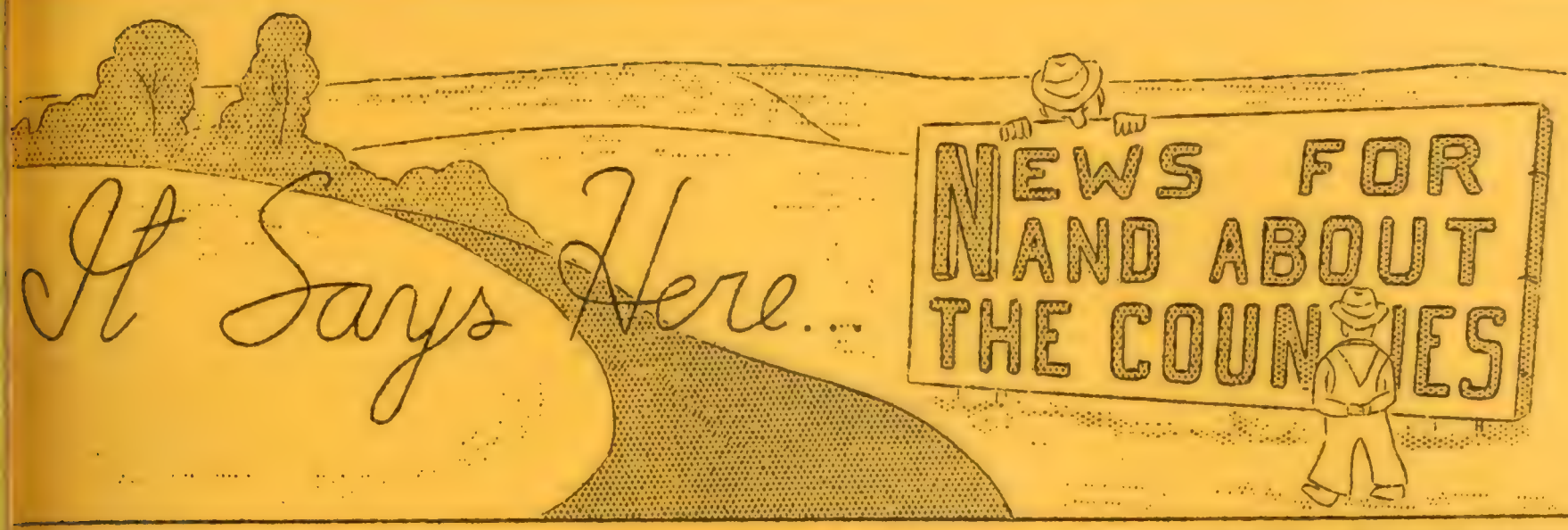
Saline county's home adviser, Mary Harper, says press and radio promotion have stepped up the office calls for bulletins and circulars on homemaking problems. She has a regular column in the Harrisburg Register and a weekly radio program on Station WEBQ. During May, her programs were keyed to community activities, with the home bureau and the P.T.A. cooperating.

Second Call on Radio Survey...

Filling out surveys isn't the most exciting adventure in the world, but your answers are a big help. That's why farm radio editor Jack Murray would appreciate your digging into the pile and filling out the farm radio survey if you haven't done so already. He'd like opinions from all of you regardless of whether or not you have a radio program now.

6/16/49





Extension Editorial Office University of Illinois College of Agriculture

Visual Aids on Parade...

Whiteside County's Frank Shuman says, "TO MOTIVATE, ILLUSTRATE." At the same time, Jonathan B. Turner down in Fayette County says, "ONE SLIDE IS WORTH MORE THAN A PAGE OF NOTES."

Those are the titles of two of the best articles in the June issue of the EXTENSION SERVICE REVIEW. If you have not looked at that publication yet, it would be a good idea to do it. The June issue is devoted exclusively to the use of visual aids in the agricultural extension program. Every article is worth reading.

Visual Aids Workshop...

Assistant editor Jack Murray and the editor will represent Illinois at the first national visual aids workshop to be held at Cornell July 11-16. Purpose of the workshop is to formulate basic plans and procedures for making the maximum use of visual aids in each state's extension educational program.

We know that many of you have had extensive experience in the use of photographs, film strips, slide films, posters, models and so on. Before we leave for Cornell, we would like to have your comments and observations. If you have not had much experience in this field, we'd like to know what you think should be done. What help would you like to have from the state office? What information do you need? The more ideas and suggestions we get from you, the better we will be able to hold up our end of the discussion at Cornell.

Field Day Returns...

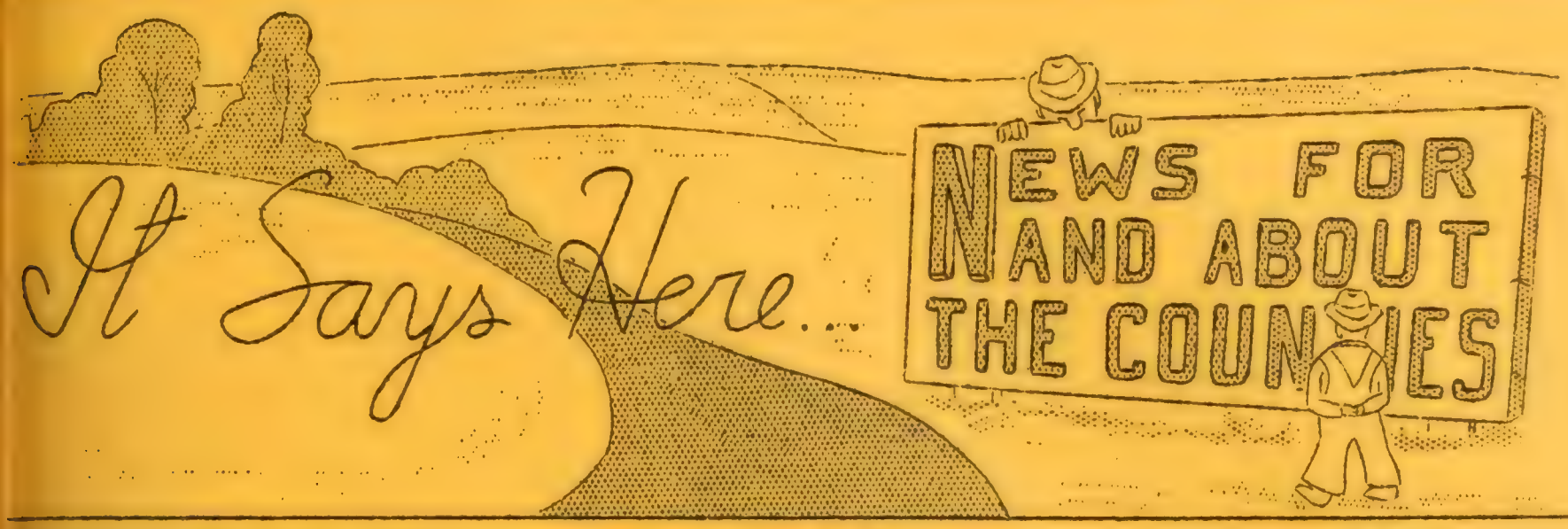
Dean Rusk has received some fine tributes on the Press and Radio Field Day. Harold Gordon, farm adviser at large, summed up his views with the comment, "Again I say it was tops." Farm Adviser A. R. Kemp, Knox County, sent in some copies of the Galesburg Register-Mail which featured pictures and stories from the Field Day.

We feel that the field day was worth the time and effort. But we also feel that it is only one small step in a list of many that can be taken to better acquaint editors and radio people with the work of the Extension Service at both the state and county levels. Inviting your editors to attend your meetings, your field days and your tours is just as important as the invitations to attend an event at the college.

Dixon Springs Stories...

A week or so ago assistant editor Lyman Noordhoff made a swing down through some of the southern counties and ended up at Dixon Springs with pencil and notebook in hand. When he and manager Webb were through, he had notes for a half dozen stories on the work being carried on there. The first in this series of stories is in this week's packet to farm advisers. Many of the lessons being learned at Dixon Springs apply to all sections of the state. You men in the southern counties will be especially interested in the reports.

6/23/49



Extension Editorial Office University of Illinois College of Agriculture

The Human Side of News...

Once in a while we run across a story that strikes us as tops. It doesn't happen very often--just once in a while.

We ran across such a story the other day. What made it more pleasing was the fact that it was in a set of releases which went out from this office. Maybe you saw it.

The story was about a Stephenson County 4-H club boy who lost his calf in a fire, and how the members of his club chipped in and bought him another. Club leaders Mr. and Mrs. Paul Kaiser, of Freeport, also chipped in.

The story was less than a page long, but in many respects it told more about 4-H club work than all the stories that have been written on state and national project winners.

Youth editor Bob Jarnagin wrote the story on this end, but he had welcome cooperation from Stephenson County youth assistant Howard Richards, who supplied the details. The tip came from a write-up in the local paper.

There's nothing we would like better than to put out a story like that every week. We have the facilities to send it to every weekly and daily newspaper and radio station in the state--and quite a few outside the state. BUT we need tips from you.

Take Advantage of Summer...

Summer is the time for fishing. It also is the best time to demonstrate the value of a farm and home news service to your local editors. Many editors find that news sources tend to dry up in the summer. School is out. People are on vacations. Copy is short and hard to get. Your editor would welcome some good farm news rolling in.

Stories to Be Told...

The summer months are news months on the farm. There are hundreds of local stories to be told. You've probably told some of them already. Here are some we think of:

Who is the fellow down the road who keeps summer milk production high with his knee-deep legume-grass pastures? What is his pasture program? Why?

How much did it cost his neighbor to install those pole-type livestock shades in the pasture? How were they made?

How much difference can you see in the corn fields that followed alfalfa or clover compared with the corn fields that followed corn?

What's the summer swine feeding program of that fellow who tops the early fall market every year?

What labor-saving practices does that farmer follow so that he has time to serve as leader of a 4-H club, as soil conservation district director, and as farm bureau board member?

Who is feeding beef cattle on pasture this summer, and what program do they follow?

A clean oats field just before harvest means paying attention to cleaning and treating the seed in the spring.

Who saved the cost of a field sprayer by building one in his farm shop? How was it made? How does it work?

How does the couple on the edge of town maintain summer egg production?

Well, you get the point we are trying to make. Summer months are news months on the farm.



Extension Editorial Office University of Illinois College of Agriculture

Press-Radio Packets...

During Press and Radio Field Day, the suggestion was made that copies of all information be assembled and mailed to editors and advisers.

When the copies were assembled, it seemed like too much bulk to send to every editor in the state. For that reason, we are just sending copies of the material to you. It will go out in a separate package this week.

A note is being sent to weekly and daily editors telling them that stories covering the information presented during the Field Day will be prepared and sent out through our regular service.

Top Notch Reporting...

This week's orchid goes to Champaign county's Bill Bunn and his staff for a first rate reporting job on the grain storage problem. Pages 1 and 2 of the June issue of the county Farm Bureau News were devoted to the problem of storing grain on the farm. Facts and figures on the national and state situation were coupled with on-the-farm reports of what some of the farmers in the county had done and were doing about grain storage. There were some excellent pictures of cribs on a number of farms, with the necessary details on when and how the cribs were built.

Fly-Control Let-Down...

If you have been carrying on a fly-control campaign in the county, this is the time to be on guard for a let-down. A good run of stories will help remind the people that the fight doesn't stop with one round of the spray gun.

Local News--Local News...

One day last week a group of Farm Advisers were in for a conference. About an hour was spent discussing information problems and procedures.

As it usually does, one troublesome point was mentioned. It was that editors are reluctant to run anything but "local" stories. They take the position that they can't use a story about a college specialist because it isn't local.

You probably have run into the same thing and have wondered what to do about it. Here's one thought you might talk over with your editors.

He is right that local news makes the best news. At the same time, when a story is written about a farm problem, that farm problem is local. In other words, when Harry Russell prepares a story on how to care for hogs on pasture, Harry isn't a local person--but the hog problem is a local problem. And if it is handled right, it can be treated as local news. The story should be pegged to the problem and not to the source of information.

And just because a lot of other people have the same problem, that doesn't mean it's any less severe to the fellow down the road.

News From Summer Heat...

The one positive thing we can say about a summer heat wave is that it makes a good peg for news. Summer heat affects egg quality, milk and cream quality, comfort and efficiency of farm animals--as well as humans. One theme for your week's news packet might be "Beating the Heat Wave on the Farm."

7/7/49



Extension Editorial Office University of Illinois College of Agriculture

Skeleton Office Force...

Four members of the editorial office are away this week, but the regular news stories and radio programs still go on. Jessie Heathman is vacationing on the West Coast after attending the American Home Economics association convention in San Francisco. Mrs. Helen Chamberlain is vacationing here at home. And Radio Editor Jack Murray and our boss, Hadley Read,are attending the Visual Aids workshop at Cornell University,Ithaca, N.Y., after representing Illinois at the convention of agricultural college editors.

Incidentally...

Illinois placed fifth in the overall competition at the AAACE meeting. (That's American Association of Agricultural College Editors.) Iowa State College won top honors, with North Carolina only a point behind. Next in order came Indiana, Minnesota, Illinois,South Carolina, Texas, Michigan and Oregon (tied for 8th), and then Pennsylvania. This report comes from the newspaper--no word at all from Hadley or Jack. Maybe they are enjoying their "vacation" too much to write, or maybe they're sad about not winning first place again this year as Illinois did in 1948. Anyway, more details when they return Monday, July 18.

A Reminder...

For Southern Illinois counties which plan to enter the Farm and Home Improvement Contest, the deadline for entries is August 1. Eligible counties received a special news story by 1 1/2¢ mail last week.

Grain Storage Building Plans...

By now you've received the booklet "Grain Storage Building Plans," with a picture and description of 30 granaries and corn cribs. It's a stockpile of the best thinking by farm buildings specialists at 14 midwest agricultural schools. It costs only 25¢, and to us it looks like the best two-bit investment a man can make. Our UI ag engineers contributed at least 5 plans.

New Round Grain Storage Bin...

Another mighty handy help is Plan 492. That's the new round bin for corn, soybeans, oats, wheat, or other small grains. It was designed by D.G. Carter and his crew in the ag engineering department. It uses a new material, 1/7 inch thick,made of a wood core and tough asphalt-resin paper. Two men can build this bin in one day,at a cost of only 10 cents per bushel too, not counting the floor. It's a semi-permanent bin, and the test bin built by the engineers here withstood some pretty severe jarring in its 112 hours under test.Plans cost only 15 cents. The booklet of 30 plans and Plan 492 certainly aren't the answer to all grain storage problems, but a good many farmers should find plenty of help in them.

Another Reminder...

Ernest Walker has written another powerful soil conservation story in Circular 644, just printed. You might well promote "The Story of A Lake" every way you can.



Extension Editorial Office University of Illinois College of Agriculture

Time for Reflection...

During the past two weeks, we have been neck-deep in editorial and communication problems and discussions. We have had a chance to pat ourselves on the back and kick ourselves in the pants. This is what it boils down to, editorially speaking:

As you've been told, Illinois ranked fifth out of 38 states in its press, radio, publications and visual aids entries. The Community Survival circular rated "Excellent," and so did our editorial services to farm and home advisers. We didn't agree with the judges on some of their ratings--but then they wouldn't have agreed with us.

The score isn't too important. There was a chance to compare our work with that from many other states. My general reaction is that the things we are doing we are doing pretty well--but there are things we should be doing that we aren't doing at all. Here are three things we should be doing:

1. Holding workshop sessions on press, radio and visual aids problems--with you folks in the counties and with the folks here on the staff who are interested.

2. Developing a visual aids program--movies, slide sets, posters, artwork, exhibits. On this score, Illinois has a long way to go.

3. Planning for television. It may not be as far off as it seems now. We may not be ready when it comes. Visual aids and television are tied closely together.

National Recognition...

Several months ago free-lance writer Alfred Sinks stopped in at the United States Department of Agriculture and happened to see a copy of Illinois Circular 633, "COMMUNITY SURVIVAL." The circular and the story it contained impressed him, and he took it to the editor of Collier's magazine. The result was a story assignment on the Illinois program.

Sinks' story appeared in the July 2 issue of Collier's. Some of you may have seen it. In case you didn't, there's a reprint in this week's packet to farm and home advisers. The reprints were ordered by H. Clay Tate, editor of the Daily Pantagraph in Bloomington, and he made copies available for us to send to you. It is an excellent treatment of the community betterment program.

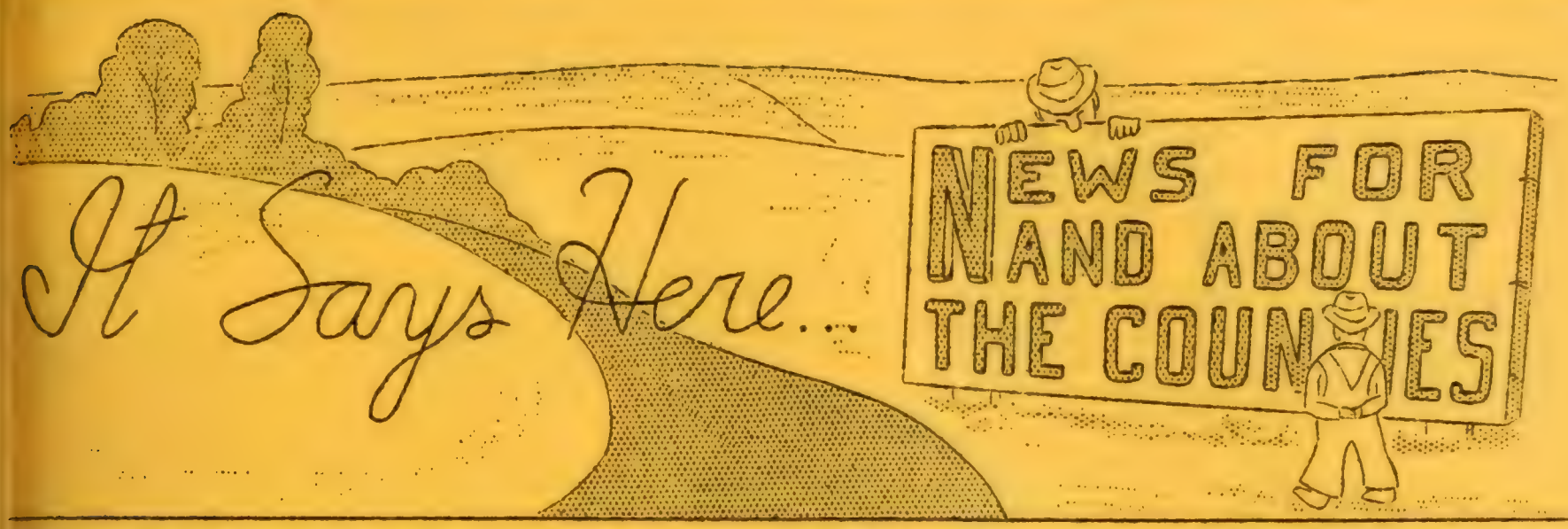
Also in the Packet...

Another in the series of pictorial charts by Dr. R. W. Bartlett is in this week's packet to farm advisers.

A Request From Mosbacher...

From McLean County, Gene Mosbacher wants to know if it would be possible for us to send out mats of some of the plans for grain storage structures. We think it will, and we will try to do it. Bob Jarnagin is working on the problem right now. We are also trying to get together a kit of stories on the whole storage situation.

7/21/49



Extension Editorial Office University of Illinois College of Agriculture

Answering Editors' Questions...

Henry county's Kenneth Flake recently sent us a copy of a letter he had written to editor Tom Bates of the GENESEO REPUBLIC. Editor Bates evidently had asked some questions about the county information program. And Kenneth did a beautiful job of answering them. Here is a part of the letter:

"In the past we have tried to send most of our news articles from this office on Saturday or Monday morning. We do this because we are especially interested in getting our stories to the weekly papers...

"As we continue our educational program in Henry County, we become more and more aware of the important place which our county newspapers should and do occupy in bringing accurate and up-to-date agricultural information to our farm-families in Henry county.

"Some of this information such as stories about corn borers, soil erosion, livestock management, and other common fact farm problems may not be spectacular news material; but I do believe that our farm readers appreciate this attention on the part of the newspapers, the extension service and the Farm and Home Advisers to bring information to them which will help them in their farming operations.

"We feel that the editors of the county are teammates in working with the University and Extension personnel, so that the farmer of the county can obtain the information he needs to become a better farmer economically and social-

Service to All Farmers...

There are those who would like to charge that the Extension Service is guilty of showing preference to certain groups of farmers, primarily those belonging to the county farm bureau.

A top-notch, county-wide press and radio information program is obvious evidence that such a charge is groundless. News and educational information in the local papers and broadcast over local radio stations is plainly of service to all farmers and everyone else interested in farming.

In Greene county, Farm Adviser W. H. Brown has gone one step further. In addition to his regular press and radio releases, he recently inaugurated a monthly extension newsletter. In sending us a copy of it, Adviser Brown said:

"This newsletter is designed to supplement the farm bureau newsletter, which goes out automatically to members and a few prospective members sometime during the first two weeks of the month, whereas the extension newsletter is to be mailed out the latter part of the month to every farmer in the county regardless of affiliation with agricultural organizations.

"It is our feeling that this monthly contact with all farmers will be one way in which we can be assured that every farmer in the county receives certain timely information."

7/28/49



Extension Editorial Office University of Illinois College of Agriculture

Mats of Kammlade and Smith...

We had hoped to have mats of both Dr. Kammlade and Dr. Smith ready to send with the announcement stories. We did not get them in time. So a mat of Dr. Kammlade is in this week's packet to farm advisers and one of Dr. Smith is in the packet to home advisers. Mats of both also have been mailed to all daily newspapers in the state.

Mats on Corn Cribs...

Following Gene Mosbacher's suggestion, we are ordering mats of line drawings of 7 corn cribs. Proofs of the mats will be sent to you as soon as they are ready and you can order the mats you want.

State Fair Coverage...

Radio editors Jessie Heathman and Jack Murray along with youth editor Bob Jarnagin will pull up stakes next week and head for the State Fair. Jessie and Jack will air their three programs a day starting Saturday, August 13, and Bob will serve as key man for the press coverage of the Junior Show.

Fair news is spot news, and most editors like to have it while it's fresh. If you have winners at the Fair, you may want to invest a few dollars in telegrams to your county daily newspapers.

Too Numerous to Mention...

The other day Bob Walker brought in a 6-page summary of comments on the June Press and Radio Field Day taken from your monthly reports for June. They made the whole affair well worth the

Front Page Farm News...

Stark county's farm adviser W. E. Meyers recently sent us a copy of the Stark County News as proof positive that a good many weekly papers feel that farm news should be front-page stuff. The lead story was on the small grain harvest. In addition, there were stories on 4-H club activities, grain storage loans, dangers of oats heating in the bin, the report on Illinois spring pig crop and a follow-up report on fly control--all on the front page.

Promote Outlook Meetings...

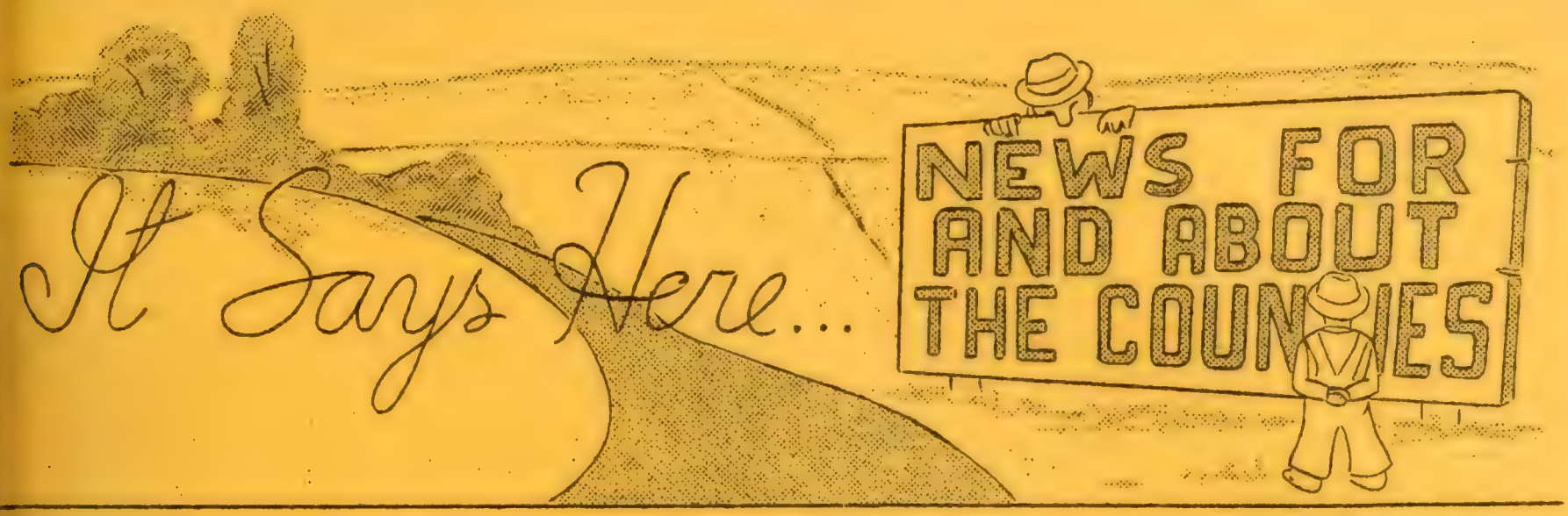
Special conference with Larry Simerl this morning set the wheels in motion for some special promotion materials on the fall livestock outlook meetings.

Assistant editor Lyman Noordhoff will ride herd on this project for the next 10 days. We hope to mail some special stories and some suggestions for direct mailings to you by the end of next week. At the same time, we'll help promote the meetings on a state-wide basis.

Those of you who have early meetings scheduled will want to get the stuff out just as soon as possible. Number one item should be to see that your press and radio editors receive a special invitation to attend the meetings.

Fly Control in the News...

Conference with Pete Petty this afternoon to give a push to the fly control program. August and September are peak months for flies.



Extension Editorial Office University of Illinois College of Agriculture

Special Promotion Aids...

Larry Simerl stopped in the other day with the tentative schedule for the more than 85 livestock outlook meetings starting August 29 in Will and Edwards counties. We thought it would be interesting to see if we could break all attendance records for this year's meetings. The big job of promoting meetings and getting farmers to attend is in your hands. Here are some of the things we are doing which we thought might help:

1. In this week's packet you'll find a set of special promotion aids and suggestions prepared by assistant editor Lyman Noordhoff. The set includes special advance stories, a suggested letter of invitation to local press and radio editors, two examples of direct mail letters you may want to send to farmers, and a page or two of radio "spot" fillers.

2. After you've received your material, we will send a state-wide coverage story to all weekly and daily newspapers and radio stations. Copies of the tentative schedule will go to daily and radio editors with the suggestion that they get in touch with you for more information. There also will be additional advance stories to these outlets.

3. A special story is being prepared for Prairie Farmer which will include pictures of some of the specialists who are assisting with the meetings.

4. A special advance radio transcription to be sent to a selected list of radio stations over the state is being prepared by Jack Murray and will feature some of the specialists who will appear at the outlook meetings.

Check Specialist Mat File...

It might be a good idea to check your mat file to see if you have a mat of the specialist who will appear at your outlook meeting. If not, you can order them from here.

Grain Storage Mats Ready...

Mats of seven of the grain storage plans illustrated in the Grain Storage Building Plans booklet are now available. The mats are for the drawings of the following plans: Nos. 73252, 73271, 73282, 73283, 73294, 73295 and 77416.

You can order any or all of the mats on the order blank enclosed in this week's packet to farm advisers.

To Motivate--ILLUSTRATE...

For 10 minutes we've been sitting here trying to think of the right words to describe the kind of job Adviser F. H. Shuman does when he sets out to promote something. All we can think of is the overused word TERRIFIC! His August issue of the Whiteside County Farm Bureau News is just that. His double-page center spread has a streamer head which shouts "BUILD FOR THE FUTURE WITH PREMIUM PASTURES." There's more motivation, illustration, promotion and education packed in that spread than we've seen in ages. In two pictures he shows dairy herds udder deep in legume-grass pastures. He gives the production records on those cows. Then with a punch he shows a herd of 19 cows on a pasture that is little more than an exercise yard--he gives production figures for those cows too. And he gives 1-2-3 recommendations for August and April seedings and tells why to do it, how to do it and



Extension Editorial Office University of Illinois College of Agriculture

Out of the Dark...

Last week we mentioned some things we would try to do to help promote the se-

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS
COLLEGE OF AGRICULTURE, UNIVERSITY OF ILLINOIS, AND U.S. DEPARTMENT OF AGRICULTURE COOPERATING

WHAT IS YOUR OPINION OF THE OUTLOOK PROMOTION MATERIAL SENT TO YOU LAST WEEK?

A spot check once in a while will help. For that reason, we've attached a self-addressed card to this letter. It asks one question: "WHAT IS YOUR OPINION OF THE OUTLOOK PROMOTION MATERIAL SENT TO YOU LAST WEEK?"

Reminder on Grain Storage Mats...

In case you were out of the office when last week's packet arrived, don't forget to check your needs on mats of grain storage building illustrations. We have mats of seven of the buildings available. Use the order blank enclosed last week.

A Plan for Visual Aids Production...

During the past year members of the Information Coordination Committee here me considering the isual aids program ce and the College . interest was cre- Visual Aids Work- ornell.

is now heading up posal stage. We e basic organiza- ual aids program. on what this pro- nd how it can help nittee would like and suggestions. t--motion pictures you use more slide nveniently avail- her make your own otion pictures do more?

with exhibits? Where should they be used? What kind should they be? Is there a place for window displays? Do you have a need for posters, charts and chart sets? How can they best be used? On what subjects? Do you have any evidence that slides, movies and other visual aids make for better meetings and a more effective educational program?

What kind of help do you need on cameras, camera equipment, picture-taking problems? What have you found to be the best use for black and white photos?

Your suggestions should help set the boundaries of any program developed here.

U. S. DEPARTMENT OF AGRICULTURE
EXTENSION SERVICE
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Extension Editorial Office University of Illinois College of Agriculture

Out of the Dark...

Last week we mentioned some things we would try to do to help promote the series of livestock outlook meetings. One of those things was the special set of promotion aids included in last week's packet for your use.

As we worked on this material, we had to depend upon our best judgment as to the kind of stuff that would help you. That's been true in the past, and it will probably be true in the future. Sometimes we think we have some good ideas. But there are other times when we probably miss the boat.

It seems logical that we could do a better job if you would throw a little light on the problem. As a guide to the future, we need to know what's good and what's bad about the material we send out--especially what's bad. We need to know what parts of it you can use and what parts you can't use. It's a waste of time to keep making the same mistakes.

A spot check once in a while will help. For that reason, we've attached a self-addressed card to this letter. It asks one question: "WHAT IS YOUR OPINION OF THE OUTLOOK PROMOTION MATERIAL SENT TO YOU LAST WEEK?"

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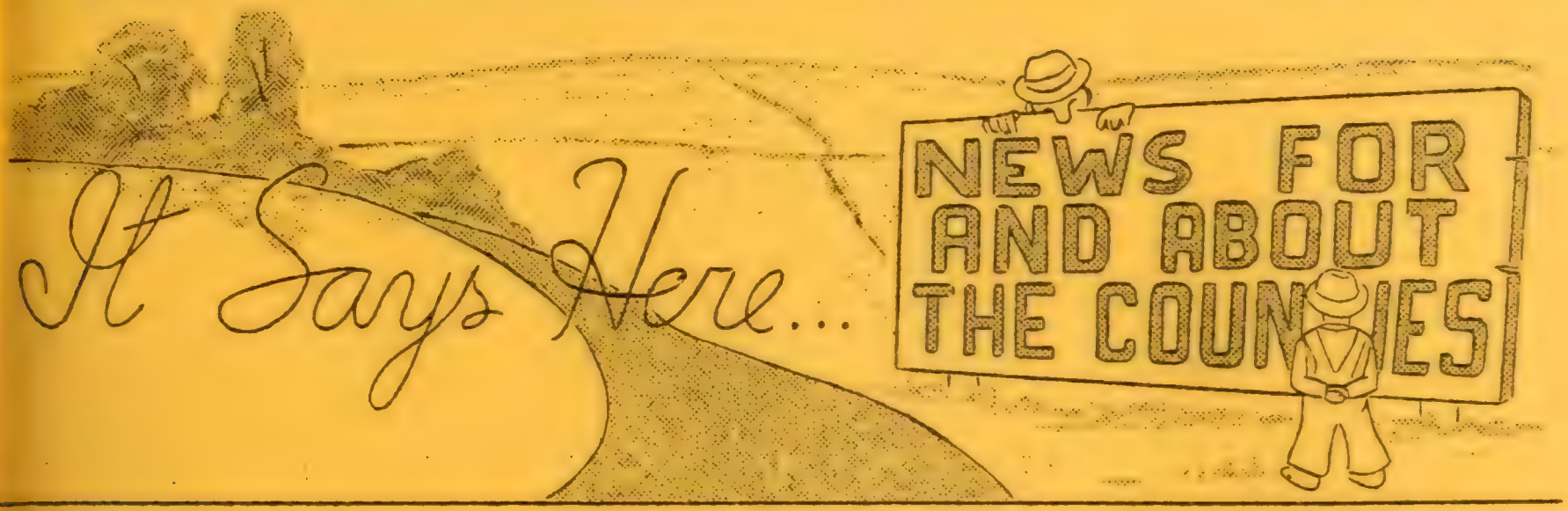
During the past year members of the Information Coordination Committee here have spent a lot of time considering the need for an expanded visual aids program in the Extension Service and the College of Agriculture. Added interest was created at the National Visual Aids Workshop held in July at Cornell.

All this discussion is now heading up into the definite proposal stage. We will try to set up the basic organizational plan for a visual aids program. Many of you have ideas on what this program should include and how it can help you the most. The committee would like to have your ideas and suggestions. Which is more important--motion pictures or slide sets? Could you use more slide sets if they were conveniently available? Or would you rather make your own sets? What kind of motion pictures do we need? Could you use more?

How far should we go with exhibits? Where should they be used? What kind should they be? Is there a place for window displays? Do you have a need for posters, charts and chart sets? How can they best be used? On what subjects? Do you have any evidence that slides, movies and other visual aids make for better meetings and a more effective educational program?

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Extension Editorial Office University of Illinois College of Agriculture

Reflections While House Painting...

Wonder whether we should have Press and Radio Field Day next year...Amazed at the number of editors who were amazed at the activities going on at the College...Lot of work...Farm and home advisers did a good job contacting editors... Might have even bigger turnout next year ...How do painters keep paint from running down their wrists...And down their necks.

...Funny thing about that one editor who says he doesn't like the way we write farm copy...Wonder if he ever lived on a farm...Or knows anything about farm problems...Would go nuts trying to write to please them all...Anyway the phone isn't ringing up here...

...Television may be closer than we think...We aren't ready for it...With a network, one farm demonstration could reach 50 thousand farm families at one time...Need visual aids program first... Good program depends upon finding the right man to head it up...Hard to find... One of the oldest fields but few people trained in it...Wonder how far a ladder can bend without breaking...

...Wonder what advisers would rate as the top help we could give them...Certainly more fill-in stories aren't the answer...They've got better stuff to write about for local papers than we have...And many doing a swell job... Talked about series of district conferences on writing and radio problems... Just talk...No action...Takes time and planning...Waste of time to go out and do a half-baked job...Might set them up on workshop basis...Or combine with dinner meetings with editors and chew the fat...Talk over mutual problems...Funny how you get used to paint smell after a

Gremlin in the Works...

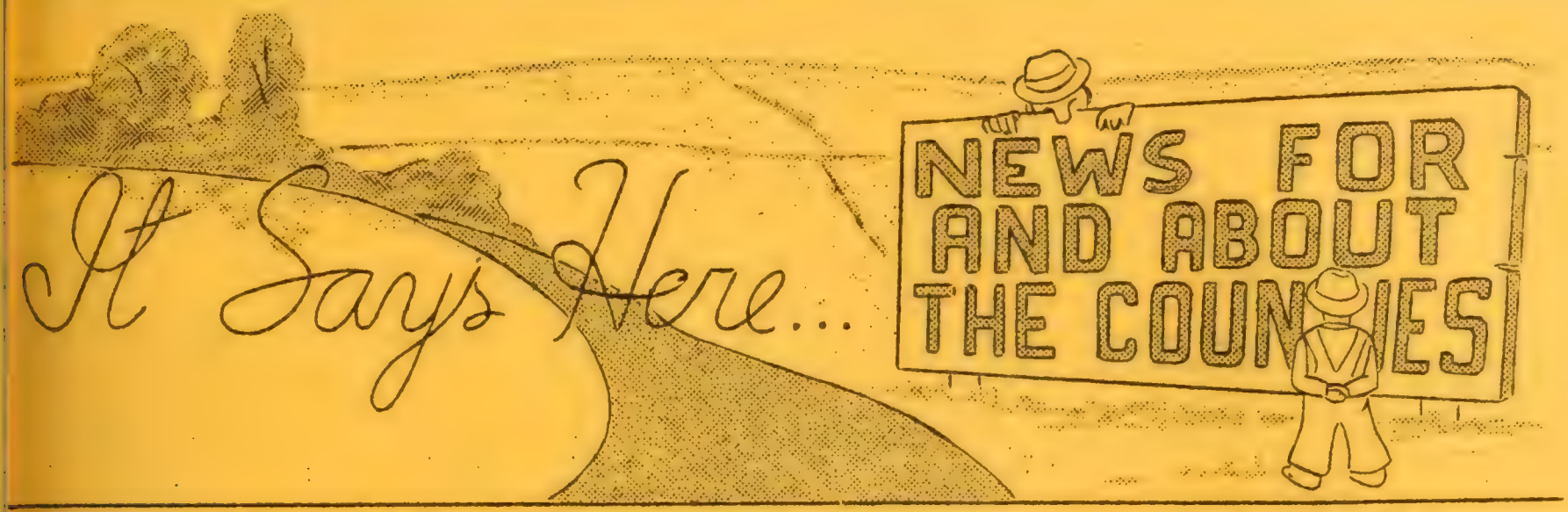
If you didn't know, every editorial office has special gremlins. The editorial gremlin has a head like this ', a tail like this), and two eyes like this oo. They specialize in twisting the keys on the typewriters. At least that is the only reason we can give for the mix-up in the methoxychlor and chlordane recommendations sent to you last week. A postcard setting the record straight went out Monday so you wouldn't think fly-control specialist Petty was flying the wrong way.

Shake Hands Again...

On September 1, one of Wisconsin's daughters joins the staff as assistant extension editor in the home economics editorial section. Her name is Claire O'Konski and she takes the place of Joan Miller, who resigned in June to take graduate work at Cornell. Claire is a '49 graduate in home economics journalism from the University of Wisconsin and worked as a home economics editor on the Dairyland News during her last year in school. She's a farm girl and knows farm people and farm problems. We're all glad to have her on the staff, but probably most glad is home ec editor Jessie Heathman, who's been holding down the corner single handed all summer. Stop in and shake hands with Claire.

Another New Face...

Before you put the coffee cup down, shake hands with Margie Herbert. She joins the stenographic force after Labor Day to take the place of Dorothy Scott, who leaves later in the month with her



Extension Editorial Office University of Illinois College of Agriculture

Turn the Process Around...

From time to time, we've mentioned studies aimed at answering the question: "Where do farm people get the information they use to improve farming?" There was an Iowa study, a Minnesota study, one in Vermont and one in Alabama.

In every one, the top three sources mentioned were magazines, newspapers and radio. And the studies weren't made by editors either.

When you think about it,the results of those studies are not surprising. Almost every home has a radio; nearly all homes take one or more newspapers and as many as three or four magazines.

Let's look at it another way. In extension work, we think of ourselves as educators. We are the dispensers of educational information. But at the same time we are being educated every day. Where do we get the new pieces of information we add to our knowledge? Take polio, for example.

The public in Illinois is probably pretty well informed on the symptoms, probable causes and treatment of polio. Where did the people get their information? Where did you get your information?

A few may have gone to public meetings on polio. Some may have talked directly with their doctors. Others got it from neighbors. But the majority probably got most of their information from three sources--magazines, newspapers and radio.

During the past three weeks, I have read a dozen newspaper stories on polio, heard twice that many news broadcasts including a special half-hour program from the Champaign county polio hospital, and studied a big picture spread on the disease in Life magazine.

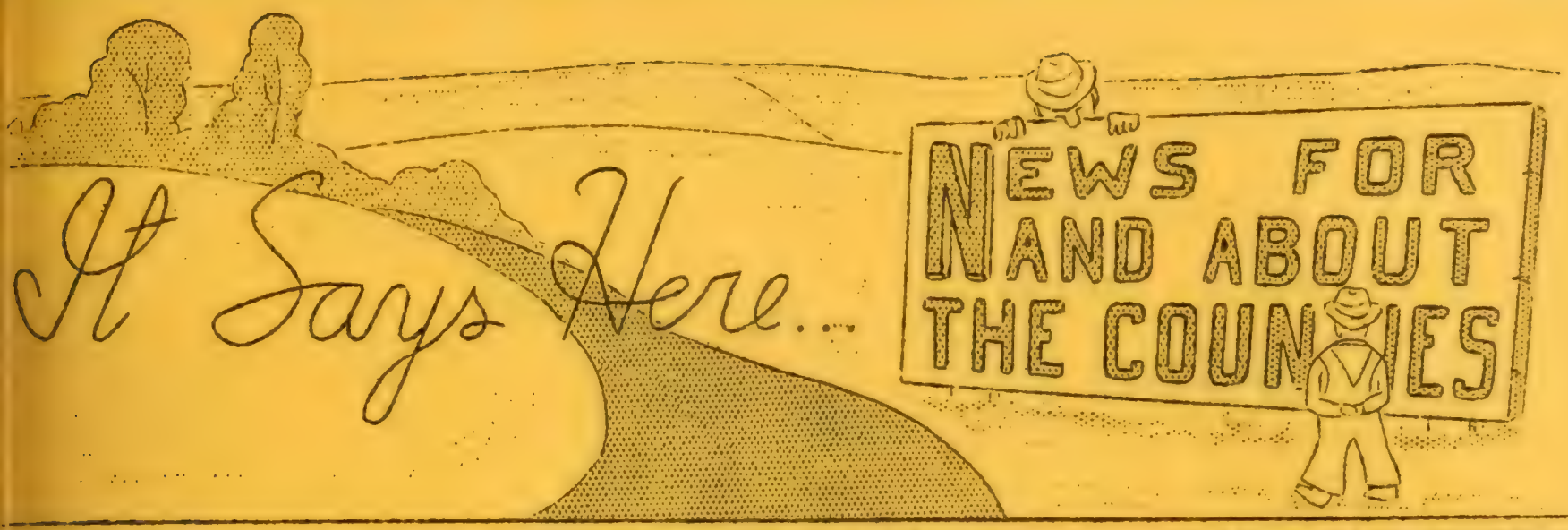
More of the Same...

For the most part, you and I depend upon magazines, newspapers and the radio to keep us informed on state, national and international affairs. We get sore as a boil if the paper boy forgets to deliver the evening paper or the dog chews it up before we read it. We can get snappish if someone interrupts when we are listening to our favorite newscaster. Our magazine rack may have copies of Time, Newsweek, Saturday Evening Post, Better Homes and Gardens, House Beautiful, Country Gentleman, Successful Farming, Farm Journal, Prairie Farmer and the Farm Bureau News.

If we are completely honest with ourselves, most of us would rather slouch down in an easy chair and read about the United Nations organization in our favorite magazine than drive 20 miles to hear our local congressman conduct a meeting on the same subject.

When the process is turned around and we are getting the education rather than giving it--we like it wrapped up in bright packages and given to us in a convenient way. In my own case, I became quite concerned about several magazine articles on the faults of our school system, but had to force myself to go to two out of six PTA meetings at the school where my kids get their education. And the meetings were only three blocks away.

Well, you see what we're driving at. The people we are trying to reach with our educational information are about the same kind of animals we are. They have about the same likes and dislikes, the same resistance coils and high tension batteries. What appeals to us appeals to them.



Extension Editorial Office University of Illinois College of Agriculture

Many Thanks...

Thanks for the comments on the promotion material for the fall livestock outlook meetings. Your suggestions help keep us on the right track. The same goes for your ideas on visual aids development.

Roske & Co. Furnish News...

Concentration on white paint and rail fences has prevented our giving special mention to the "Farm Bureau Picnic and 4-H Club Round-Up Section" appearing in the August 18 issue of the Savanna TIMES-JOURNAL.

This special 12-page section was devoted exclusively to the Carroll County picnic and 4-H round-up. Farm Adviser M. P. Roske writes, "In cooperating on this, they did the work, and we dug up the news. They are covering the whole county with this special issue."

The section was packed with news and feature stories, and most of the ads plugged farm bureau and 4-H Club work. A swell job all the way around.

Bartlett vs. Brannan--Mat...

Another in the monthly series of pictorial charts in mat form is in this week's packet to farm advisers. In it Dr. Bartlett presents some easily understood facts and figures on the estimated cost of the Brannan Farm Program. He lets the figures speak for themselves--and they seem to be saying, "You ain't gonna get something for nothing, brother."

What's Kentucky Got...
...That We Ain't Got...
...And How Did They Get It...

From the way it looks here, the Kentucky Agricultural Extension Service is stealing the jump on the country. From an editor's viewpoint, they are planning one of the most unusual, the most valuable, the most stimulating, the most constructive, the most ambitious, unique, interesting, challenging, inspiring, gratifying, and satisfying fall extension conferences ever held.

For their fall extension conference in November, Kentucky is devoting the whole show to just three topics. You guessed it--PRESS, RADIO and VISUAL AIDS. For the 3 days Kentucky's extension workers are going to throw all other problems aside and give their undivided attention to the three kingpins of mass communication.

How do we know? Because Illinois is furnishing one-third of the talent. Assistant editor Jack Murray has been asked to head up all radio phases of the conference. The plan is to divide the group into three workshop sections. Each group will spend one day on radio, one day on press and one day on visual aids.

We admit to a small portion of bias in our thinking.

Farm News From Freeport...

Just saw a copy of the special fair and farm edition of the Freeport JOURNAL STANDARD. Another top farm reporting job, and much credit goes to Adviser V.J. Banter as a news furnisher. Assistant editors Lyman Noordhoff and Bob Jarnagin furnished a parcel of special stories from here.





Extension Editorial Office University of Illinois College of Agriculture

200 Local News Names...

McHenry County's Bill Tammeus stopped in the office the other day and tossed a copy of his September 8 farm page on the desk. Said he thought he had a record.

Being in a stubborn mood that morning, we said, "Yeah--what kind of record?"

"You're always talking about local names," Bill said, "and I just wanted to see if you knew what you were talking about."

"What's that got to do with a record?" we growled back.

"Look at the paper and you'd know what that's got to do with a record," Bill said, getting a little edgy himself. "There must be close to 200 local names on that farm page, and if that isn't a record, I'll eat the top half and you can eat the bottom."

We handed Bill a cup of coffee and took a look. Right smack in the middle were two group pictures of farmers who had pitched in to help a neighbor this summer following a farm accident. Those two pictures accounted for 25 local names. The story that went with it accounted for some more.

Another story carried the names of the 4-H Club boys who were going to the judging contest. Names of McHenry County farmers recognized for achievement in DHIA work were carried in a third story.

Bill's weekly column "Around the County" featured local names all the way.

When our eyes quit bulging we gave the page a quick count and came up with 166 different local names mentioned. Since some of the names were included in different stories, the complete count was a little under 200.

Before we could recover, Bill put down his cup and said, "See what I mean?" and walked out.

Special Column for Daily News...

The clothing division of the department of home economics this week started an ambitious project with the Chicago DAILY NEWS. With home economics editors Jessie Heathman and Claire O'Konski giving a hand from this office, the clothing people will furnish the NEWS with a daily home sewing and clothing column. The feature will run five days a week--Monday through Friday. The request for the column came from the newspaper, and it will mean reaching thousands of Chicago and downstate homemakers with the latest in home sewing information.

Bill Bunn Scores Again...

In July we mentioned the top-notch reporting job on the grain storage problem turned in by Bill Bunn in his Champaign County Farm Bureau News.

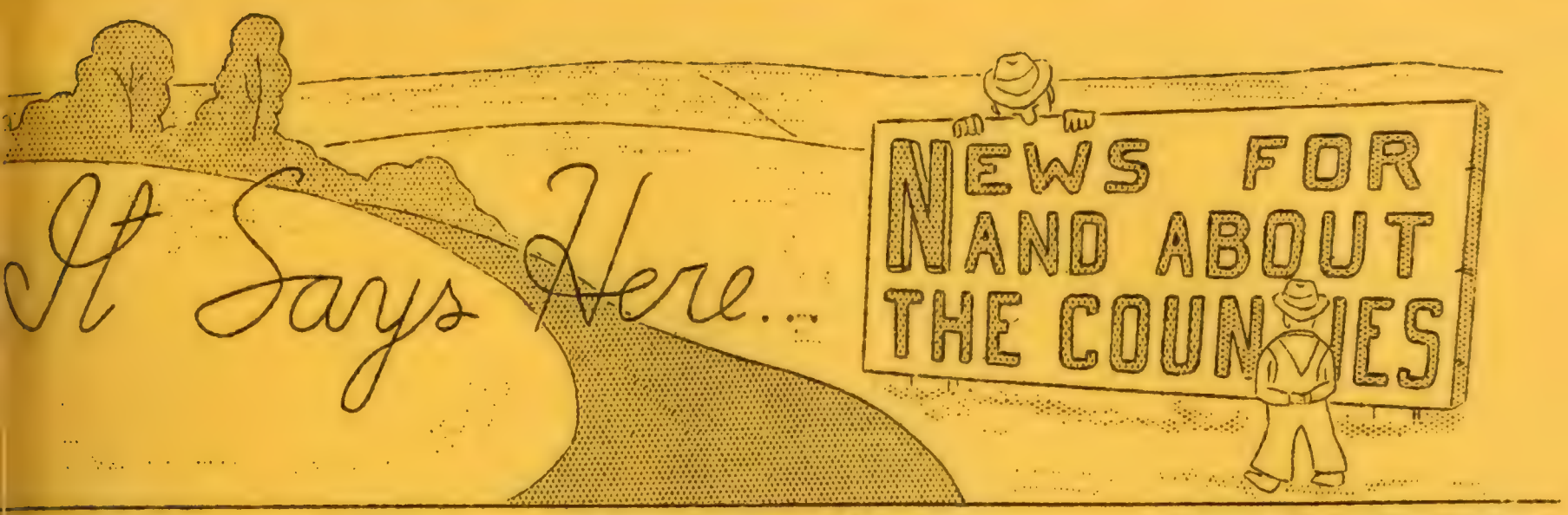
In the August issue he scores again with a front page spread under the heading "What Will We Do With All This Corn?" Two big pictures highlight the page. One is a closeup of towering corn stalks, and the other is a feedlot shot of cattle on feed. The caption under the picture reads, "The best place to store grain is under the mellow hides of fast growing animals."

In the story, Bill presents a clear picture of the problem and alternative steps a farmer might take in solving it.

Breaking Attendance Records...

Harry Russell and Larry Simerl report top crowds of interested farmers at the livestock outlook meetings so far. They give credit to the kind of advance promotion job you farm advisers are doing on the meetings.





Extension Editorial Office University of Illinois College of Agriculture

Pike Challenges McHenry's Record...

If you want to meet a challenge, start talking about records down in Pike County. Home Adviser Helen Hackman will be the first to say, "Let's look at the facts."

Helen has a subtle way of letting you read between the lines. She writes: "I notice this morning...your mention of the use of local names. I happen to have on my desk a copy of the Pike County Republican which contained an article on the Pike County Show. I refer you to page 1, page 3 and page 6."

Notice how simply she does it. She doesn't say we're all wrong. She doesn't claim a record. She just says, "I refer you to page 1, page 3 and page 6."

Well, that's just what we did. We referred there. We stopped counting when we got past the 200 mark and wired Bill Tammeus to send the cornstalk trophy to Helen.

Next.....

Of Which We Spoke...

Still thought you farm advisers would like to take a look at Bill's farm page, even though it gets the clover trophy for second place. A copy is enclosed in this week's packet.

Push Corn Storage Plans...

We've reordered the mats of the 7 corn storage plans if any of you need more. You'll want to make sure that every weekly and daily in your county knows about them in case they want to use the mats.

9/22/49

Look Pretty for Television...

The big opportunity coming over the hill for agricultural and home economics educators is television. From the way it looks here, the feminine side has shown the most vision for television.

Illinois home advisers have joined with other home demonstration agents over the country in asking that a full hour be set aside at their annual November meeting for demonstrations and discussions on this new mass communication medium.

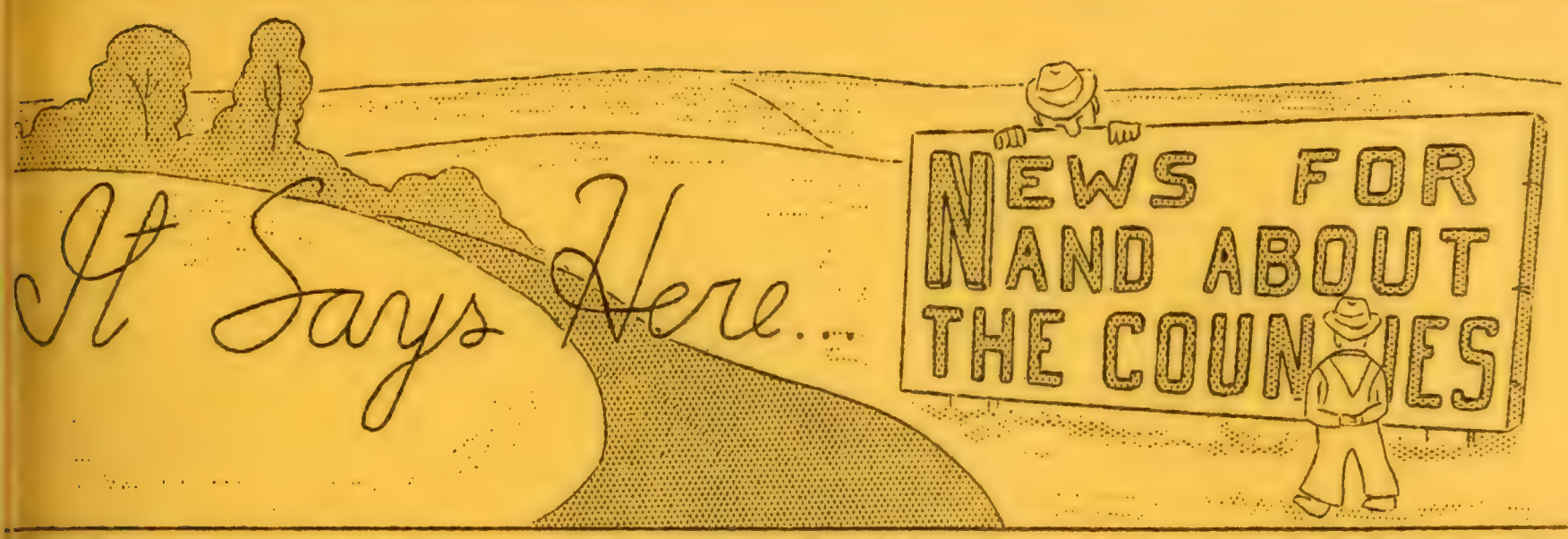
Chief arranger for this venture is colleague Jessie Heathman, who also serves as chairman of the radio committee for the National Association of Home Demonstration Agents.

The tentative plans call for a two-way approach to the television problem, with USDA and Chicago station experts participating. Jessie says a number of home agents who have worked with television will be on hand to discuss some of the problems.

The Logic of Leadership...

Not being a sociologist, we're on thin ice here. But have you ever tried sitting down and listing the 10 people in a community who seem to have the most influence in community affairs? We'd be surprised if the newspaper editor weren't included on most lists--not all of them, but most of them. The banker would probably be another, and the local minister.

If such a list could be made up, it would be a pretty good idea to see that those people were currently informed on the county extension program. Especially the editor.



Extension Editorial Office University of Illinois College of Agriculture

News Reports Are Proof Positive...

From Tazewell county, Home Adviser Marion Sympson's report for August is a masterpiece of detailed narrative reporting on the home economics extension activities. The thing we liked best, though, was the supporting evidence Marion included in her report. There were 7 or 8 pages of newspaper clippings which prove conclusively that she has the cooperation of her editors and that the people of Tazewell county are being kept informed on 4-H and home economics programs. Keeping people informed is one of the first steps in bringing them into the fold.

Soybeans Add or Take Nitrogen?...

Farmers and other agricultural specialists still argue about whether soybeans add nitrogen to the soil or take it away.

To help throw some light on that question, soils specialist Clyde Linsley has prepared a pictorial mat to help present the facts. The mat and story are in this week's packet to farm advisers.

Sewing Column Starts...

The Chicago Daily News started the new home sewing column last Tuesday. As we mentioned before, the daily Monday-through-Friday column will be prepared by staff members of the textiles and clothing division here. You home advisers will want to watch for it.

Bell Ringers Again...

The September issues of the Champaign County Farm Bureau News and the Macon County Outlook ring the bell again for top-notch human-interest farm reporting.

Comments by Hoppin...

Farm Adviser Hoppin stopped in the office the other day. After we had finished solving the problems of the world, Fred mentioned three college courses he thought had helped him in his present job. The three courses were Agricultural Journalism, Press and Public Opinion and Salesmanship.

1948 Press-Radio Figures...

From Les Schlup's Division of Extension Information in Washington comes the report that county extension workers set an all-time high for published news articles in 1948. The record shows that county workers in the United States turned out an amazing 834,735 news articles last year. That's an average of more than 99 articles for every full-time and part-time county worker.

In radio, county workers also set a new record of 105,348 broadcasts in '48. That's an average of 12 1/2 broadcasts for every worker--more than double the average for 1947. Ten years ago the average was 3.6.

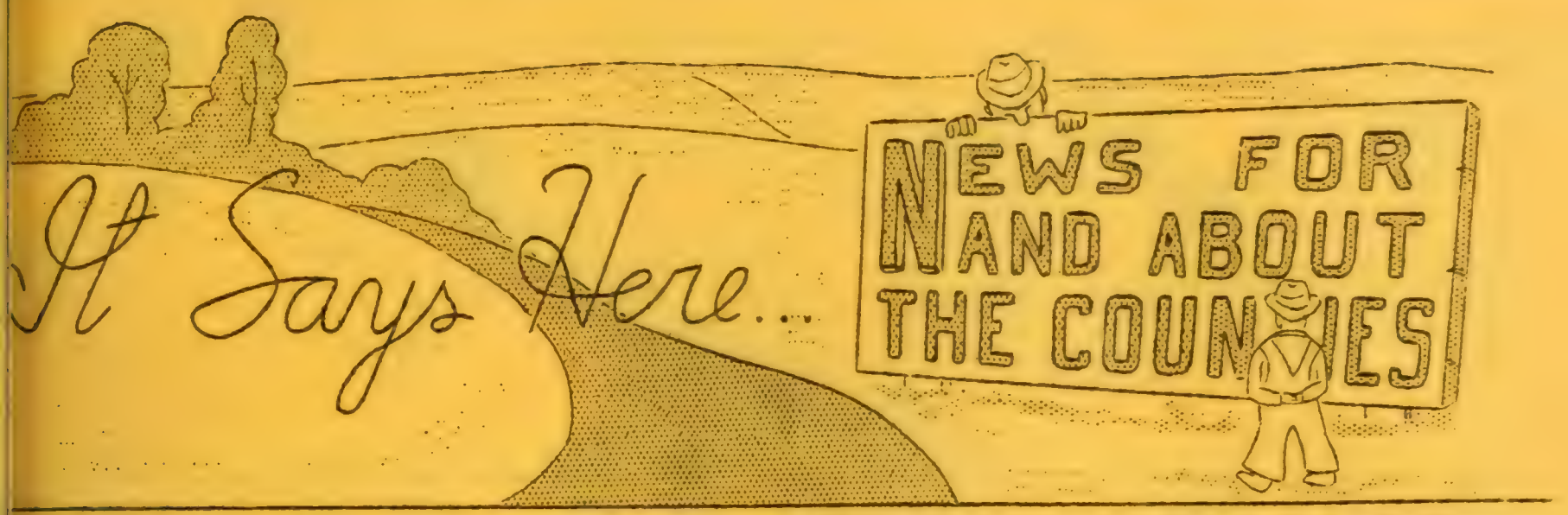
We would wager that Illinois ranks in the top 5 states in both news articles and radio broadcasts.

Speaking of Radio...

A report in the Ogle County Farmer says that Farm Adviser C. L. Banner has joined the ranks of regular broadcasters. He'll give news, views and information over Station WSDR, Sterling, every Thursday noon.

Incidentally, the Ogle County Farmer is another neat, clean, well-made-up newspaper-style farm bureau publication.

9/20/40



Extension Editorial Office University of Illinois College of Agriculture

Names, Names, Names, Names...

When you think of all the words that are written that don't say much, it's refreshing to get a brief message that says a lot.

We got a message like that the other day from Mercer County's hard-working team of Howard Haynes and Arlene Wolfram. It was on a small slip of paper, and all it said was "Names in the news--Next!" It so happened the message was attached to the Aug. 31 issue of the Aledo DAILY TIMES RECORD. A bold red pencil had been used to circle nine stories so filled with local names they were bulging out at the commas. So crown the new champions and drink a toast to the value of local names in the news--lots of them.

Changes in Farm Law...

Harold (Hank) Hannah has prepared another valuable brief summary of "Recent Changes in Illinois Farm Law." A copy is included in this week's packet to farm advisers. Copies are also being sent to all daily newspapers in the state.

Country Gent. Features Chorus...

The October issue of Country Gentleman has a feature spread on the Illinois Rural Chorus program. It's called "They Sing for Fun," and you'll find it on page 40.

In the Farm Front section, take a look at Clyde Linsley's write-up on Farmer Alfred Jacob's program for getting 100-bushel-per-acre corn yields for a 10-year average.

Promoting "The Green Promise"...

In her monthly news bulletin, Perry County Home Adviser Grace Armstrong high-lighted the showing of the 4-H movie "The Green Promise." One thing that struck us was the example of two-way cooperation with the local movie house. The theater manager offered the local 4-H clubs 25 percent of all the advance ticket sales as part of their camp fund-raising activities.

Speaking of News Bulletins...

One of the neatest home bureau news bulletins we've seen is authored by Marcella Rathke in Washington County. She uses a double column for easy reading and brightens the mimeographed pages with sprightly sketches of this and that.

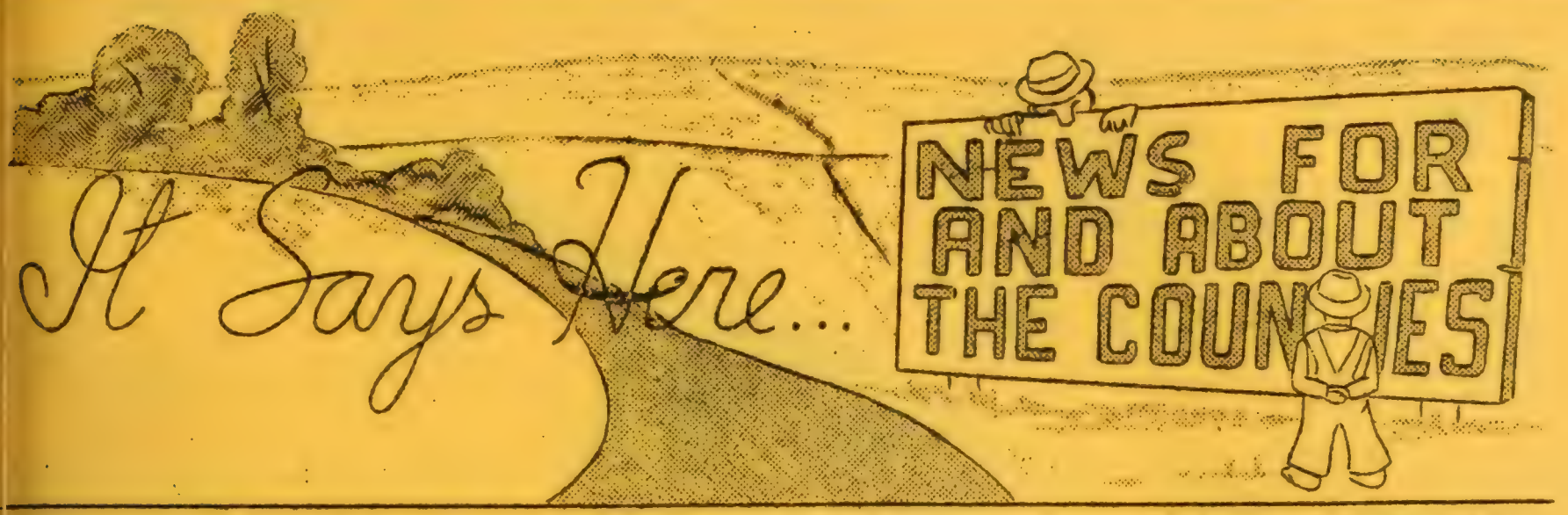
Home Economics Relations Work...

The editorial office is drinking an extra cup of coffee this week as a toast to Jessie Heathman. Jessie has been named as the Extension Service representative on the National Association Relations Committee of the American Home Economics Association. The committee will hold its first meeting in Washington, D. C., in early November. Illinois extension home economists will know their interests are in good hands.

Let the People Know...

Most of you probably won't read this until you get home from Fall Conference. But that's the point. A write-up on your activities at the conference would be another step in letting the people know what extension is all about.





Extension Editorial Office University of Illinois College of Agriculture

Bob Slayton Looks Ahead...

Bob Slayton, who took over the reins in Mason County, is looking ahead to the kind of information program he'll need to highlight extension activities there.

Up for top consideration is the question of whether or not the monthly county farm bureau paper should be continued. Bob questions whether or not it's doing the job. He doubts whether many of the members read it thoroughly. The once-a-month issue makes it difficult to handle spot news and announcements. It doesn't go to nonfarm-bureau members who actually are prospective members. And it's a job that's easy to put off until the last minute. By then it's too late to put out a good issue.

Bob feels the answer may lie in a regular weekly news service to all papers in the county, with a special farm page or section in one of them. He's tentatively planning to invite all the editors in the county to a dinner meeting some time in November to talk over the problem. He wants to find out what kind of farm news they want, when they want it and how they want it handled.

Find the News Peg...

That old, worn, overused adage, "too close to the forest to see the trees," still makes sense once in a while. How many people do you suppose are familiar with the requirements a 4-H club has to meet to be eligible for achievement awards? We'd guess not many, even though almost everyone has some kind of idea about 4-H club work in general.

In Vermilion county assistant farm adviser Boyd Lahr used the 4-H achievement score card as the news peg basis for an advance story on achievement night. It was a simple and effective way of giving hundreds of readers a quick review of

Observations by Anderson...

It isn't often that we receive the compliment of having someone look at our efforts more critically than we do. But straight thinking W. C. (Andy) Anderson stopped in the other morning and raised some questions that hit home.

1. Andy wondered whether our volume of editorial production was too heavy--whether it chained us too much to our desks in the state office.

2. He emphasized the advantages of more information training work in the counties--either on an individual county basis or on a district or area basis.

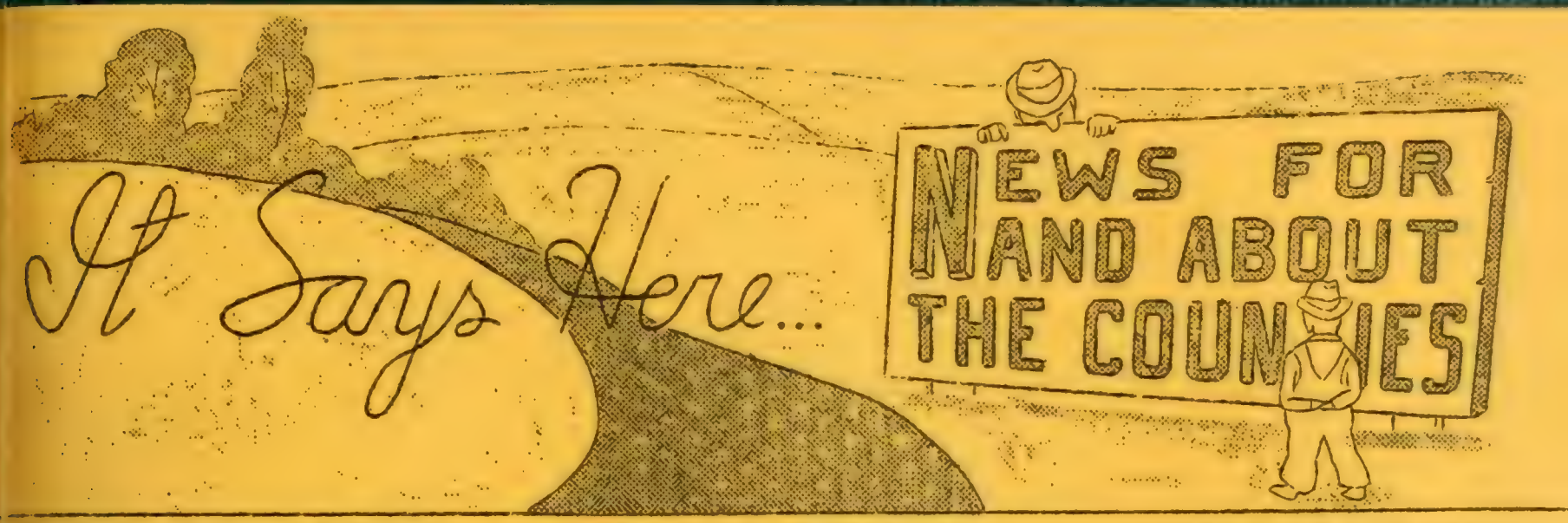
3. He raised the question of the advisability of adding an information field man to the staff who could spend maximum time working on press and radio problems at the county level.

4. He credited the editorial support given to special programs, such as fly-control, 4-H promotion, outlook meetings and the grass-legume program. But he stressed the need for more of this type of thing. On the grass-legume program, for example, Andy suggested that area meetings be held with press and radio editors and advisers.

5. He indicated that specialists might spend more time developing information and visual aids tools to help the counties put over their programs. His feeling was that this type of material might be of more help in the long run than the time a specialist spends holding a meeting in the county.

Those observations have been based on serious thinking. We appreciate them. They deserve maximum consideration. We hope the rest of you will feel free to second the motion or make additional observations of your own. You have just as much right to talk about the way we run our information job as we do to talk





Extension Editorial Office University of Illinois College of Agriculture

Where Have You Been?...

We're still hoping all of you will feel free to write in and tell us how we can improve the editorial services. W. C. Anderson set forth his ideas--as reviewed last week. Frank Shuman made an eloquent and effective plea for the establishment of a visual aids program. What do the rest of you think?

Editorial Efforts Reviewed...

Just so we're all thinking about the same thing, here's a brief review of the present basic editorial program. You can see we have a number of bosses.

1. Direct Service to Outlets:

Weeklies: A set of 4 to 7 farm stories and 1 to 4 home stories are sent to all Illinois weeklies each week.

Dailies: 2 pages of farm stories and from 1 to 2 pages of home stories are prepared each day for daily newspapers. These are mailed three times each week.

Radio: These same "daily" stories are sent to all radio stations in the state.

WILL: Full-hour farm show and two home economics shows daily on WILL, the University station.

2. Service to County Advisers:

Special fill-in stories, mats, etc,are prepared each week for you farm and home advisers. In addition, you receive copies of all the material that has been sent directly to the weeklies, dailies, and radio stations.

3. Service to State Specialists:

In addition to the press-radio stories which come from the specialists, major attention is given to editorial materials for special campaigns--4-H promotion, fly-control, legume-grass program, outlook meetings, etc.

4. Service to Administration:

This covers assistance with special requests and informational materials originating in the administrative offices. It also includes the undergraduate teaching program in agricultural journalism.

5. Service to Cooperating Groups:

Under this heading comes a wide variety of requests and duties. It includes special stories for special outlets, cooperation with other governmental agencies on publicity and promotion material, assistance to outside commercial groups cooperating with the College of Agriculture, etc.

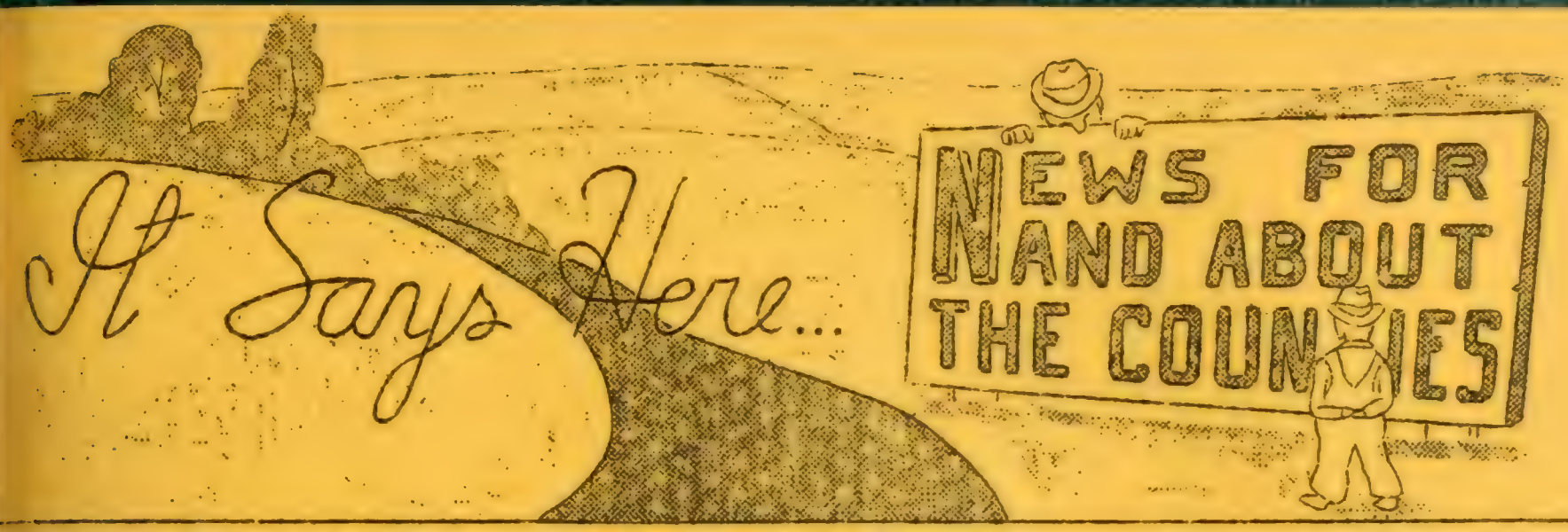
Jobs to Be Done...

In our book, there are three major editorial jobs that need to be accomplished: (1) The improvement of our county information service--especially the training program--and the expansion of the undergraduate training program. (2) The establishment of a visual aids program. (3) The improvement of methods and machinery for reporting current agricultural and home economics research.

We would list the jobs in that order. and we can say that initial steps have been taken to get all three jobs done in the future. It will take a little time.

10/20/49





Extension Editorial Office University of Illinois College of Agriculture

Comments on Visual Aids...

Home economics editor Jessie Heathman is back from a week's vacation. Farm radio editor Jack Murray is still on his and the slave driver is out of town attending the land-grant college meeting in Kansas City. The rest of us are doing the work.

We thought you would be interested in some comments made recently about the need for visual aids development.

Paul Wilson, Saline county: "People who are too lazy to read, or too sleepy to stay awake to hear, will look at pictures of all kinds--moving, slides, or photographs, especially those of local interest.

"In my opinion, the photographic service will be most valuable as a starter, but if they are to continue to be the chief exponents of adult education in the county, a full visual aids program will need to be developed....

"You are on the right track. The outline the committee has approved is broad enough to cover the needs. Let's hope funds are available to get it into operation."

Truman W. May, Madison county: ...."It is my opinion that this program is sound and I hope the necessary steps can be taken to get it set up and in operation in the near future.

"The effective use of visual aids is one of the weakest aspects of our extension program here in this county, and I am sure that a state program along this line could be of much help to us."

Helen Volk, Lake county: "I am glad to know that you are working on plans for organizing a state visual program and office. From my experience in teaching I know how valuable visual aids can be in putting across a subject. I seldom give any lesson without some form of visual aids. I have used both motion pictures and slide sets. The latter seemed to work out better for many lessons. I am preparing a set of slides which I plan to use in my own county.

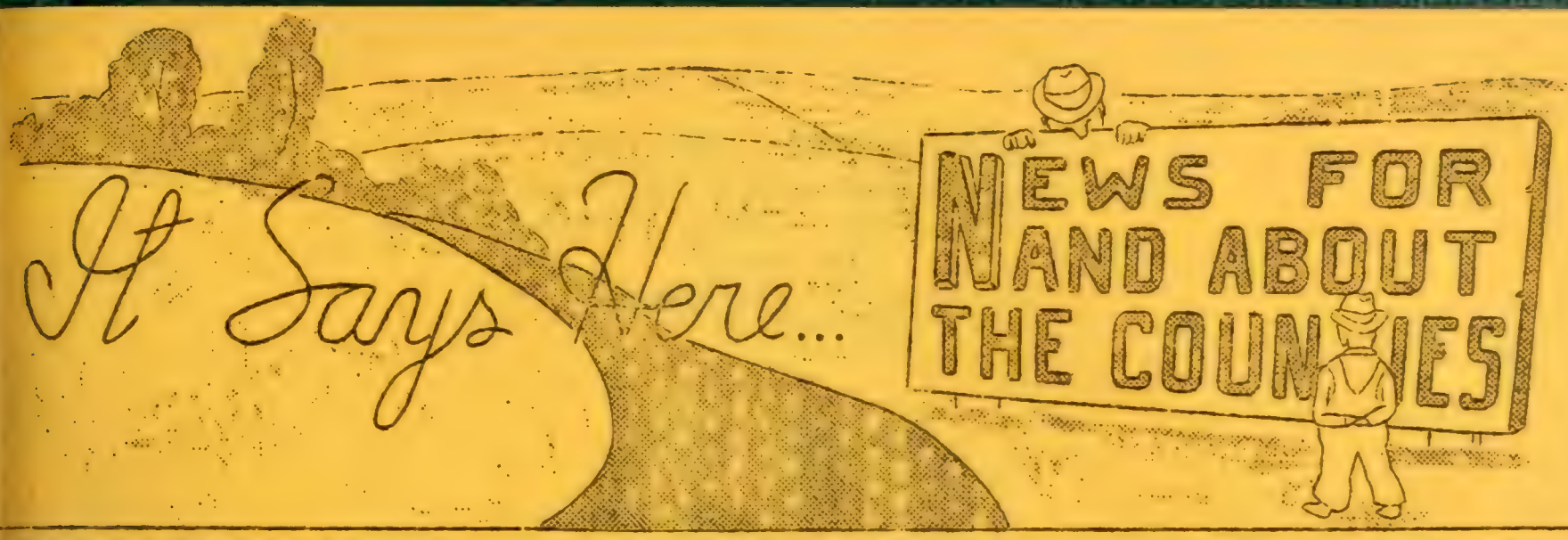
"I feel that sets of slides made up by the state office would find wide usage in many counties in the state. Sets of posters and charts would also be helpful. There is quite a need, I feel, in the home economics program for exhibits of fabrics, for both clothing and home furnishing as well as other illustrative material such as models of kitchen and laundry equipment. If the home adviser could borrow these from the specialist, it would help her in giving the lesson. Many times the home adviser does not have the funds or the time to prepare as good illustrative material as she should have in giving the lesson....."

F. H. Shuman, Whiteside county: "What I am really trying to emphasize is local pictures, local news, etc.

"The big job of the individual in charge of the extension visual aids program will be to fire the initiative and imagination of county personnel. If he wants to motivate us, he must illustrate 1949 style, not 1914."

10/27/49





Extension Editorial Office University of Illinois College of Agriculture

Shuman-Bunn Score Again...

We hate to be monotonous, but Frank Shuman and Bill Bunn have scored again.

Frank went home from the Fall Conference and proceeded to spread the grass-legume program all over the center two pages of his November Farm Bureau News. A screaming double-page headline in half inch type says, "PREMIUM PASTURES DEPEND ON GOOD SOIL TREATMENT." Only slightly less subdued is the second line head which reads, "Green Pastures Mean More Green Dollar Bills." A third headline shouts, "Whiteside can be the richest county in the state if an extra 10 acres is seeded to a legume-grass mixture on the average 160-acre farm." Black type at the bottom of the page declares, "WHITESIDE GOAL--25,000 EXTRA PASTURE ACRES." Across the middle are three huge pictures showing (1) dairy cattle on pasture, (2) beef on pasture and (3) hogs on pasture. It will be worth your time to take a look at it.

Seldom have we seen a better story than the one Bill Bunn and Co. prepared for their October Farm Bureau News. It was headed, "THE GRAND PRAIRIE--SOYBEAN CENTER." The story gave a review of the history and development of soybeans in Illinois--and particularly in Champaign county. It covered the problems of growing, marketing and processing beans. It rates with the best any national magazine has put out.

Speaking of Soybeans...

We recently received 500 copies of a USDA leaflet on grading soybeans. The material is a little late for top value this year, but we're sending you five copies for your files.

Hancock County Broadcasts...

Here's a flash from Farm Adviser George Reid and Home Adviser Mildred Eaton: "Hancock county's various agricultural and home economics agencies are now on the air over WCAZ, Carthage, at 1:15-1:30 EACH WEEKDAY, INCLUDING SATURDAY, instead of the old time--8:15 to 8:25. Programs are beamed especially for and to farmers and their families, but information presented is of vital interest to urban folks also."

Population Expanding...

In the packet is another in the series of pictorial charts prepared by Dr. R. W. Bartlett. In this one he shows how population increases mean an expanding market.

Keeping Editors Posted...

Henry County's Kenneth Flake recently sent his newspaper editors copies of the announcement to 4-H members and leaders covering major county 4-H events.

Seasonalize Your Bulletin Rack...

One way to keep your bulletins and circulars working for you is to "seasonalize" your bulletin rack each month. Put away out-of-season bulletins and add new ones that are in season. A monthly newspaper story on the availability of seasonal bulletins would also help to get the valuable information out to the farmers and homemakers.

Visual Aids by Nicholas...

Attached is a copy of excerpts from Ray Nicholas's letter on the need for increased use of visual aids



C
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LAKE COUNTY FARM BUREAU
Ray T. Nicholas, Farm Adviser
Frances Audette, Secretary
Phone 4241
Grayslake, Illinois
P.O. Box 147

August 29, 1949

Mr. Hadley Read, Extension Editor,
330 Mumford Hall,
Urbana, Illinois

Dear Mr. Read:

It seems to me that there is a great need for an effective visual aids program in Illinois. If Illinois is to keep pace with modern trends in teaching, a program of visual education that will reach and motivate the greatest number of people must be developed. The visual aids phase of our teaching program is the weak link in our entire extension program. Admitting this to be true, it is apparent that a program of visual education be established.

I believe that one of the main reasons most extension workers have not developed a visual aids program is because of a lack of "know how." This, together with the great demand on the extension worker's time, has prevented the developing and carrying out a visual aids program.

If we had in Illinois a State Visual Aids Service that could give assistance to county and state extension workers, I do not believe the time element would play such an important factor. As it is now, without supervised direction, most extension workers are lost in developing a visual aids program. The whole program gets more complicated when we give consideration as to just what should be done, the mechanics involved, etc. A well staffed state visual aids service office could be very helpful in giving assistance to extension workers in thinking through and planning an effective visual aids teaching program.

Of the three main areas of a visual aids program, I believe the photographic service is most important, and should be developed first. I don't say this because I have developed a hobby in this field, but because I honestly believe we can do a more effective job with photography than by any other means. I would rate colored slides as being most effective and also most economical. Movies are very effective, but cost much more. I would consider colored slides best for stimulating interest in projects promoted by county extension workers and having a particular interest to the farmers of the county. I believe these slides are most effective when they are of subject matter within the county. They may very well be supplemented by slides taken by specialists, and other county extension workers.

In the case of statewide programs, such as the fly control program, movies are very effective. However, I think a good set of colored slides, properly narrated, would be equally effective and far less expensive.

For statewide projects, I believe the visual aids materials could very well be developed and prepared on the state level, whether photographic, illustrative or exhibits.

In regard to black and white prints, whether for exhibit material or to be used in publications, I believe these should definitely be made of local subject matter. Of course, there may be times when "outside" prints can be used effectively, depending on the nature of the subject being presented. This is a detail, which like many others, a state visual aids service could advise on.

In regard to art and illustrations, I feel that extension workers should be given direction and instruction in this phase, so they may be qualified to develop much of this type of material themselves. Materials made by county extension workers could very properly be supplemented by others from the state visual aids service department.

Exhibits can play a very important part in our visual aids program. Although I feel that the photographic phase should be given prior consideration, I believe extension workers need assistance and direction in setting up all kinds of exhibits and displays. In this field, I believe that county extension workers should be supplied with most of the exhibit and display materials. It takes almost too much time for the county worker to perpare and set up an attractive exhibit for use in his own county. Of course, if a county exhibit could be used in several other counties effectively, it might warrant spending the necessary time required. Perhaps counties could exchange their displays.

I think there is a need for some effective travelling exhibits that could be used at field days, fairs, and other gatherings. I am glad to know that consideration is being given to setting up a visual aids service. If properly staffed, I am confident it can be of unlimited service to our state extension service program. It will be another tool to serve extension workers.

Very truly yours,

(S) Ray T. Nicholas

Ray T. Nicholas
Lake County Farm Adviser

RTN:fba
Copied 11/1/49 hs



Extension Editorial Office University of Illinois College of Agriculture

Share Your Experiences...

The supervisory staff reports that advisers and boards in a number of counties are discussing the pros and cons of their monthly farm bureau publications. They suspect their publications are not being read the way they should be. Some are considering a page in a weekly or daily newspaper.

As happens often to a lot of us, we are long on questions but short on answers. Advisers who have farm bureau publications would like more information from advisers who don't. We have offered to serve as a clearing house for this exchange of information. But we need to have the information first.

This doesn't seem like the sort of thing that requires a formal survey. But if those of you who do not have an official monthly publication would outline your information and publicity setups, we'll make an over-all summary and see that everyone gets a copy of it. Here are some of the most common questions:

1. Do you have a regular page or section in one or more newspapers in your county?
2. Is it called a "Farm Bureau Page or Section" or just a farm page?
3. Do you pay the newspaper for the space? How is this payment worked out?
4. How is farm service advertising handled?
5. What are your responsibilities in getting information for the page or section? What part does the newspaper play?
6. If you have a farm page in one paper, how do you service other newspapers in the county? Are they satisfied?
7. If you do not have a regular page or section, how do you service newspapers with news and information?

Include any and all other comments which you think would help some other county establish their program.

Farm Record Book Mats...

Those of you who are pushing the use of the new Illinois Farm Record Book will want to make use of the two mats in this week's packet to all farm advisers. They were designed to supplement the direct mail pieces you are using.

Farm News Helps Subscriptions...

Farm Adviser H. N. Myers in DeWitt county sent us a copy of the last issue of their largest weekly newspaper--the DEWITT COUNTY OBSERVER--which carried 113 inches of farm copy from the county extension office.

Myers writes, "The editor is not a farm man...but he claims to be catering to farm people and that his subscriptions are growing." That's what the man said.

Mat of New 4-H Kitchen—Dining Hall...

A mat of the architect's drawing of the proposed new combination kitchen—dining hall for the 4-H Memorial Camp at Allerton is in process and should be ready for this week's mailing. There is only one mat to the county, and we're putting it in the packets for home advisers. There's a story that goes with it.

More on Visual Aids...

Attached are more comments on the need for a visual aids program. These are from Adviser A. R. Kemp--Knox county.

C
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KNOX COUNTY FARM BUREAU
Galesburg, Illinois
95 North Seminary Street

August 26, 1949

Hadley Read
Extension Editor
University of Illinois
Urbana, Illinois

Dear Mr. Read:

I think there is no question about the need for such a program. If such a program is necessary it must be carried on from the State Office with a well trained man spending his entire time on it.

We could use in Knox County some good movies, also slides. We could also use charts that are well prepared. Most of us need some help in taking pictures and improve our photographic work. These are some of the things I think should be worked on first.

We also can use mats and need help in bulletin illustrations and lay-outs. Travel exhibits, window displays, and field-day exhibits are needed. We frequently are asked to put up exhibits at County Fairs and other events, but it seems we never have time or perhaps enough ability to get out the right exhibits we would like to use.

I think one of the important services that a man in charge of this work could do would be to spend sometime in the field with the Farm Advisers. It seems that most of us don't have time to give the necessary thought and attention to this type of work. Most of us don't have too much ability along this line either.

As far as posters are concerned I wouldn't spend any money on them.

I believe that these services should be developed according to the outline you gave, 1, 2, 3.

My idea of a good movie, on Extension work, is to have one that tells an Extension story in an interesting way.

Perhaps these suggestions, I have given, will not help you much except that I am strongly in favor of further development along this line.

Very truly yours,

(S) A. R. Kemp

A. R. Kemp
Farm Adviser

ARK:jt
Copied 10/18/49 hd



Extension Editorial Office University of Illinois College of Agriculture

The Story Behind the Story...

A lot of us have a favorite pastime of not getting around to putting down on paper some of the things we've thought about many times. Then one day we look around and find that some other fellow has said exactly what we wanted to say--and probably said it better.

That's the way we felt when we ran across a copy of a letter from Ohio State's assistant agricultural editor Francis C. Byrnes to the Ohio newspaper editors. His letter is about the story behind the story about 4-H Club work. I think you will find it refreshing and enjoyable reading. We've made some extra copies of it, and one is attached to this letter.

Learn by Losing...

During the next couple of weeks there will be many newspaper stories and radio scripts written about 4-H Club winners. That is good. Winners deserve recognition. Our society is built that way.

But there is a lot of wisdom in the reverse adage, "You can learn a lot by losing." Not all the best 4-H stories are tied up with the boy or girl who goes to Club Congress next week.

Another Mat by Linsley...

Another in the series of mats prepared by Clyde Linsley is in this week's packet to farm advisers. There's a mimeographed story that goes with it. The mat and the story present strong evidence that "You can't short-change the soil."

Out in the Counties...

Following Fall Conference advice, the editors would like to make this report on their travels in the counties:

Jessie Heathman to Greene county for a color picture story on rug-making; to Piatt county for the Illinois Dietetics Assn. meeting; to Chicago for the Illinois Home Economics Assn. get-together, and plans to attend the sewing machine clinic in DeKalb county.

Claire O'Konski is headed toward Carroll county for a story on time and motion studies.

Lyman Noordhoff to McHenry county for a story on dairy testing work.

Jack Murray and Read to Dixon Springs and to Johnson county for the annual meeting of the regional soil testing lab.

Bob Jarnagin and Read to St. Clair county for stories and pictures on grade school conservation work.

Now can we relax for a minute and get the rest of these deadlines out of our hair?

Reader's Digest Slips on Slip...

Last month in their regular feature, "Your Slip Is Showing," Reader's Digest quoted a news story in the Tuscola Review concerning a home bureau unit meeting. The story said, "No program was planned and the members present talked about the absent members."

The Review now reports, "Tain't so." The story was meant that way, says the Review, and it shows the good sense of humor of the reporter.



C
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Columbus 10, Ohio
October 27, 1949

Dear Editor:

Yesterday I sat down at my typewriter to write you a story. It was going to be about National 4-H Club Achievement Week, November 5 - 13, and what it means to everyone here in Ohio, particularly the boys and girls and their parents on the farms.

Then, I got to thinking. What do I know about local achievements. At best, all I could do would be write in terms of round numbers, that 63,000 youths were enrolled this year in some 72,000 projects. Yes, this would be an achievement, but to me something was missing.

Thirty-four 4-H boys and girls will receive trips to the National 4-H Club Congress at Chicago, Illinois. Maybe, I thought, here was the story. But was it? I had the list of names of the winners, their hometowns and the name of the contests each had won, but actually, no real story.

Perhaps the story was in the records submitted by these youngsters. So I browsed through some of the books. In one record, an accomplished club girl of 17 told of her 4-H experiences, of how, many years ago now, she planned, rehearsed and prepared for her first demonstration before an audience. It was to be on how to wash a sweater. Anxious not to make a mistake, she wrote out a complete set of instructions as to what she should do and what to say. Then, in the panic of getting her demonstration underway before the audience, she dunked the script into the soapsuds instead of the sweater. Today, she can look back on this incident and laugh -- she has gained the poise, the confidence and the ability that 4-H fosters.

From the pile of record books I drew another at random. Here, page by page, was the story of an energetic farm boy who loved livestock, but who because of an allergy could not work with animals. Looking around for something toward which he might direct his agricultural interests and energies, he decided to see what he could do with a soil conservation project. This year, for the years of work he has expended in mapping his home farm, working with his father in terracing and contouring, and in determining fertilizer and liming needs of the farm, he was selected to represent Ohio in the National Soil Conservation contest.

Here, I said, is the story I should write. It was not one story, however, but really at least 34 stories. Some of them would be of state-wide

interest; more, however, would be of direct county and community interest. Realizing that I was in no position to write these stories with the local slants each deserved, I decided then and there to write all you editors a letter.

These are your stories -- not just 34 stories about 34 boys and girls... but at least one story in every boy and girl enrolled in 4-H club work. Back of their enrollment there are facts and figures, philosophies and ideals, ambitions and hopes, which govern what they do and how they do it. Most of these stories have never been told.

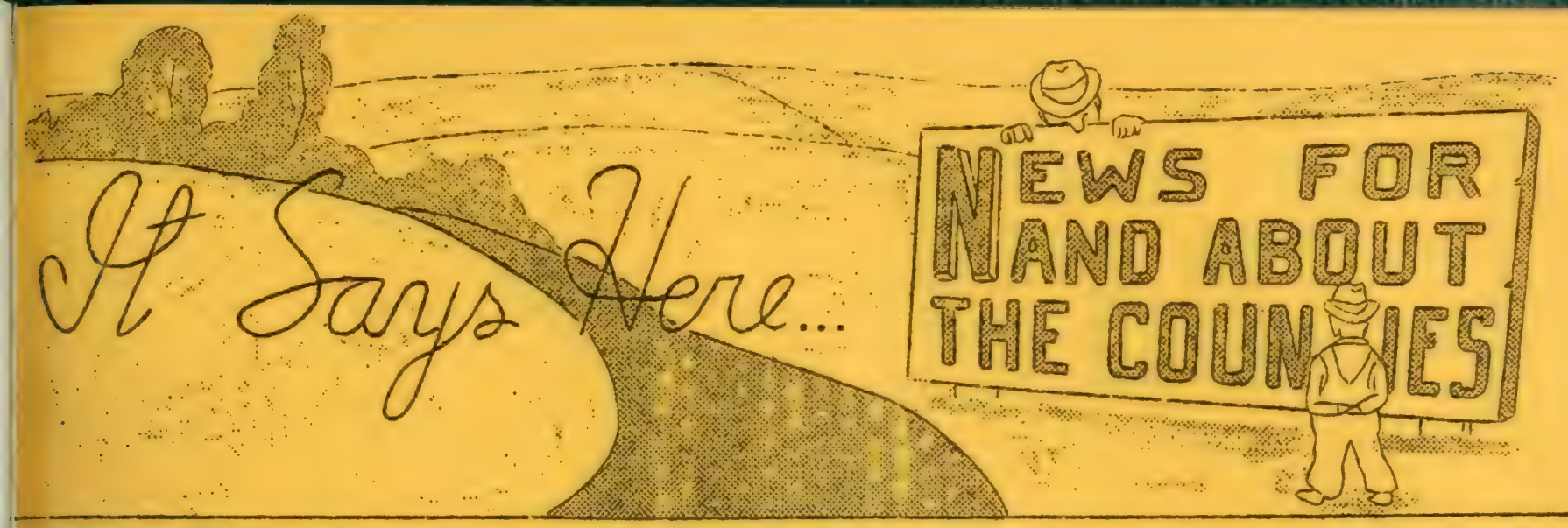
That's why I'm suggesting you contact your county agricultural agent for leads and tips on such stories. In the counties concerned, the agents can give you the background data on the award winners in your county. But more than that, leads on dozens of other stories can be found in his 4-H records.

So, let's look at the record -- and some of our human interest copy problem for this week, next week and the weeks following is solved. Just like that!

Sincerely,

(S) Francis C. Byrnes

Francis C. Byrnes
Assistant Agricultural Editor



Extension Editorial Office University of Illinois College of Agriculture

Picture Stories...

One of the best ways to get your points across is to tell a picture story. In a fall issue of the Henry County Farmer, Kenneth Flake and his staff wrote a picture story on the five steps in soil testing. First picture shows the farmer studying a diagram of his farm before collecting soil samples. Next shot shows the samples being collected. Third is the samples being tested in the soil lab. The written report is being prepared in the fourth picture, and the fifth shows the farmer going over the report. Life magazine doesn't have a copyright on picture stories.

Insect Damage to Stored Grain...

The publications office has sent all farm advisers some copies of the revised publication on preventing insect damage to stored grain. There's a suggested news story in this week's packet.

Legume-Grass News Kit Finished...

By locking all doors and pulling down the shades we managed to put the finishing touches on the kit of news stories designed to help launch the legume-grass program in your county. They should be up from the mimeograph room by December 1 and in your hands shortly after that.

Club Congress Coverage...

Lyman Noordhoff and Bob Jarnagin from this office will be looking after the 4-H club coverage during Club Congress. Jack Murray plans a series of recordings on one day, and Jessie Heathman will head up the television session during the National Home Demonstration Agents meeting.

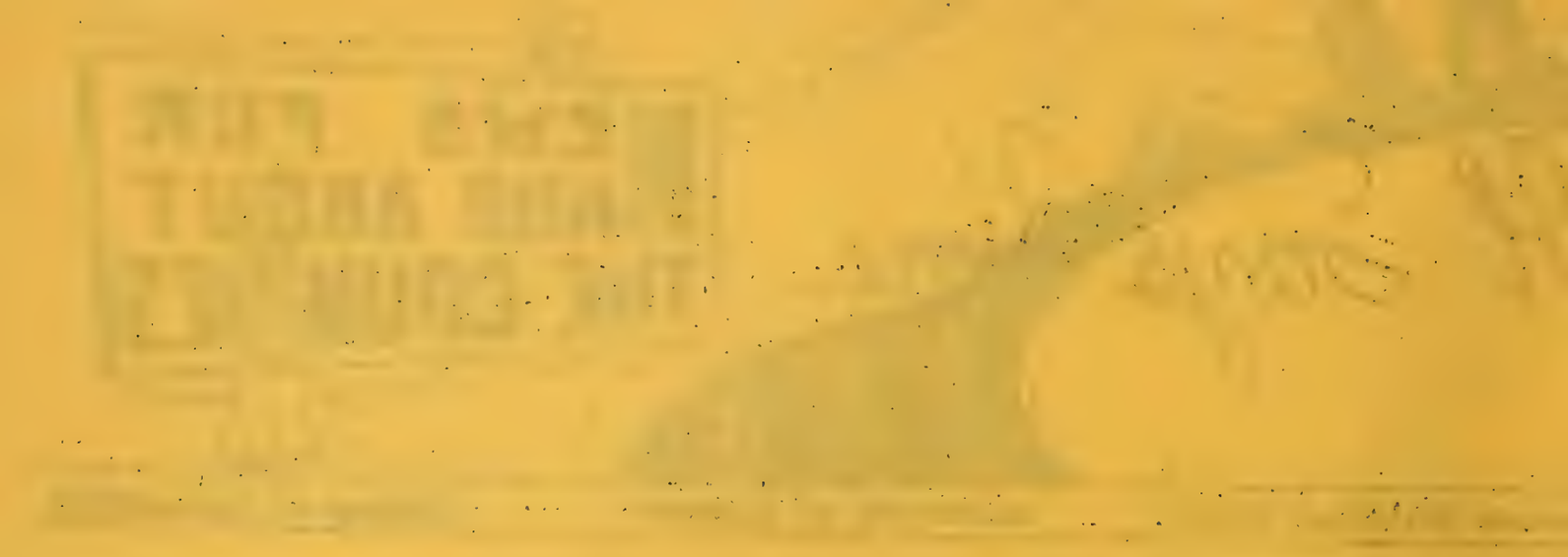
Press Recognition for 4-H...

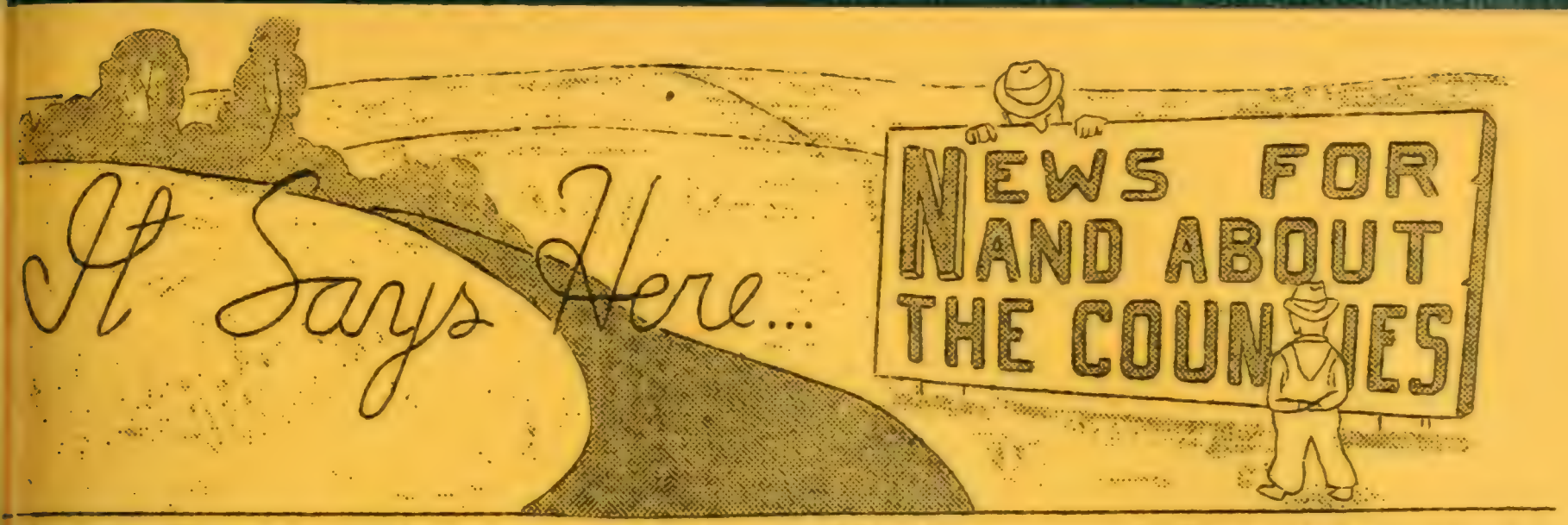
Clippings have been pouring into the office covering National 4-H Achievement Week and the recognition you have been giving the young people out in the counties. Boyd Lahr, Vermilion county youth assistant, sends in two different achievement night writeups for the north and south ends of his county. The Danville Sunday Commercial-News also ran almost a full page of pictures and story of Danville Day for 4-H'ers. Mrs. Miriam Brinkley Stapf, St. Clair county assistant home adviser, sends in pictures of both the county Rural Youth safe drivers and a kick-off meeting for their camp fund-raising drive. Other notable layouts we have seen include a full page of pictures in the Decatur Herald-Review, a half-page of pictures and story in the Rock Island Argus, and a three-column picture and column story of camping plans for Boone county at Camp Shaw-waw-nas-see next summer in the Belvidere Daily Republican.

Be Thankful on Thanksgiving...

This space is reserved for those of you who want to write down the things you are thankful for on Thanksgiving...

11/24/47





xtension Editorial Office University of Illinois College of Agriculture

In Chicago...

Replies to letters received this week may be a bit late in reaching you. There is a good excuse though...most of the editorial staff is in Chicago helping with press and radio coverage of the various meetings and events.

Hadley Read represents Illinois on the Press and Radio Committee of the National 4-H Club Congress. Jessie Heathman directs a television demonstration for the Home Demonstration Agents at their national meeting. Lyman Noordhoff heads up radio recording operations at Club Congress. Bob Jarnagin is writing stories about the Illinois delegates...and doing leg work for the press and radio committee.

Many of you probably took in the big show at Chicago...saw Ed Bay, Jim Davies, Truman May.

Ideas for 4-H Radio...

Some folks are scratching their heads ...looking for a more effective way of telling the 4-H story on the radio. Here are a couple of ideas which may help get variety into the programs:

"Youth Asks the Questions"...Why not try a reverse interview in which your club members ask the questions? You or some other local authority may supply the answers. Choose topics of current interest...price supports, acreage allotments, marketing quotas, conservation, etc. The kids will learn a lot... and you'll be surprised at the number of grown-ups who will pick up useful information this way.

"4-H Round Robin"...If you have trouble lining up enough 4-H broadcasting talent week after week, this idea may help you. Work out a schedule with all of the clubs in your county. Assign each club a date for radio appearance. Before each program, have the club meet to decide who will be on...and what topic to cover. Next week, a different club...and so on. This technique not only insures a steady flow of programs, but gets club members in on program planning. A program of this type might also solve the problem of two or more local stations requesting extension programs.

"4-H News High Lights"...This idea also has a lot of merit because it brings club members in on program planning. Pick out a couple of 4-H'ers...a boy and a girl...and try them out with a local weekly 4-H news round-up. Club reporters might want to send in summaries of local club activities...including names, places, dates, etc. The two 4-H radio reporters could use these summaries to high light club activities around the county. If you use the "Round Robin" system described above, the radio reporters might be selected from the club to appear that day. This news report would be followed by an interview or program feature.





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Kit of Legume-Grass Stories...

The kit of "NEWS STORIES TO HELP LAUNCH AND SUPPORT YOUR COUNTY LEGUME-GRASS PROGRAM" is off the mimeo press. A complete set of 21 stories is included in this week's packet to farm advisers.

As we mention on the cover page, these stories are designed primarily to help you launch your program and get it going during the next few months.

The complete index of all stories is included. This will help you select the ones to use when you want them. They are numbered for easy reference, although these numbers do not mean they should be used in any set order.

In some counties, newspaper editors might want to plan a special edition at the time you hold your county-wide meeting. It would be a good idea to talk the problem over with them.

The stories are short. Some merely suggest the kinds of stories you might want to write. Nothing can beat good local "success" stories about farmers who are following a balanced legume-grass program.

All of us in the editorial office would appreciate any comments you have about this set of stories as a guide to improving this kind of stuff in the future.

Circular Due Off Press...

The Publications Office reports that the new Legume-Grass circular should be off the press this week. Copies will be sent to you just as soon as possible so that you can have your supply on hand for your winter meetings.

12/8/49

Thanks to Jack Murray...

For taking over this letter-writing treat while we were stumbling around in Chicago last week. Press-radio coverage of that show is an editor's nightmare.

Editors' Comments...

Most of the nation's farm editors were in Chicago. There was opportunity to discuss mutual problems. A number expressed the opinion that county extension workers in all states are becoming more public information minded. That's certainly true here in Illinois, and you people are to be congratulated.

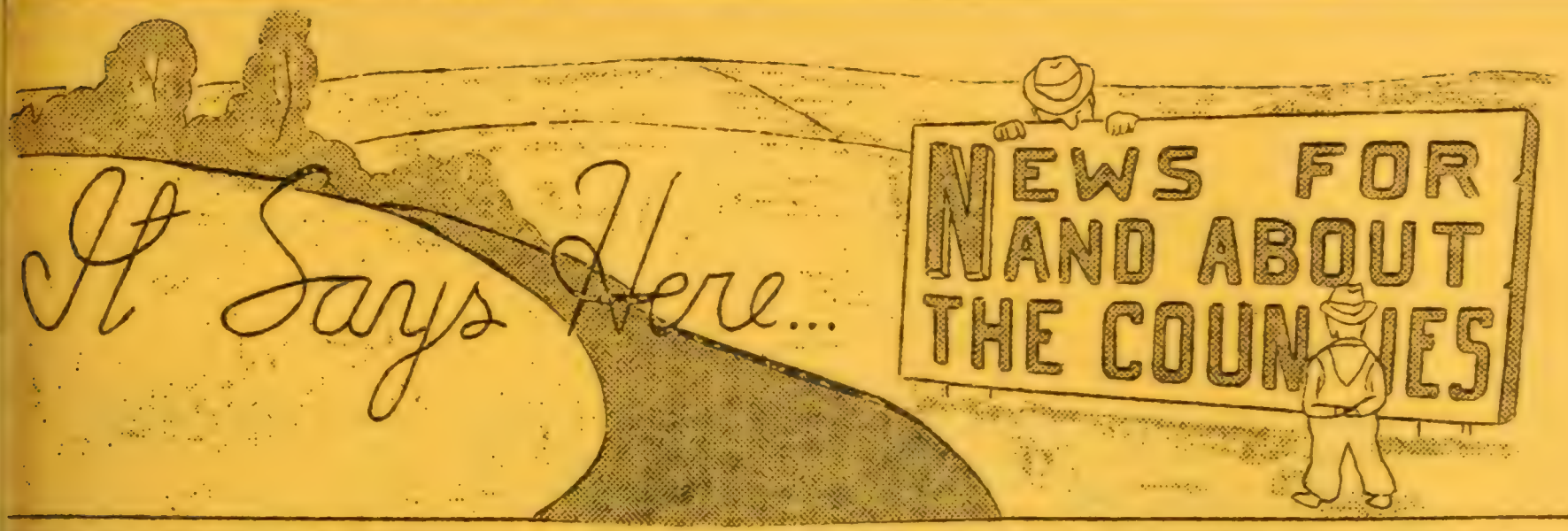
One editor of a national farm magazine told about one county agent, however, who was too busy in a committee meeting to spend a half hour helping him with a story that would have reached more than 2 million readers. As a result, the story wasn't written. (County agent wasn't in Illinois.)

Both magazine and newspaper farm editors would still like to see more farm and home "experience stories." They know there are a hundred in every county. And they would appreciate being tipped off on them. The feeling was that we may be doing a better job on the "meeting" type of story than on the experience and here's-how-it's-done type of thing.

Imig Hits Big Time...

By this time, most of you probably have seen Kenneth Imig's good feature story in the December Country Gentleman. Kenneth served as the go-between in letting the farmer tell his own story. That's a good technique. The rest of you can do the same thing.





Extension Editorial Office University of Illinois College of Agriculture

The Best Stories of the Year...

We've often wondered how well this little yellow page was read, and whether or not we could get action with it. Now we've decided to put it to an acid test.

Newspapers over the state as well as the national farm magazines have been crying for more on-the-farm and in-the-home "experience" stories. Those are the type of stories you people are working with every day.

So why can't we do this? If you will send us the facts and figures on "THE BEST STORIES OF THE YEAR" in your county, we'll see that the story gets sent to every weekly and daily newspaper in the state, every radio station--and possibly to one of the national farm magazines. Maybe you have one story that you think is outstanding. Maybe you have a dozen. There's no limit to the number you can send in.

Here are some examples:

1. The farmer who has an unusually good pasture program and who has the facts and figures on the pounds of beef, mutton or milk he got per acre.

2. The farmer who has convinced himself with his own figures that contouring--or other conservation practices--gives increased yields.

3. The farmer or homemaker who has found a workable system for saving labor. What is it and how does it work?

To make your job easier, we are attaching a sheet of paper you can use to jot down the needed information.

12/15/49

We Slipped Up...

Last week we sent all farm advisers a fill-in story on a simple salt rack for sheep. We thought you had copies of the layout, but ag. engineering says not. So a mimeographed drawing of the salt rack is enclosed in this week's packet. If you have a demand, you can copy it.

Bartlett Figures Subsidy Costs...

Another in the series of pictorial mats by Dr. Bartlett is in this week's packet to farm advisers. In this one, Dr. Bartlett shows "annual cost per U.S. family for government farm subsidies."

Stations Use Transcription Service...

Bob Jarnagin and Jack Murray report that 22 counties made arrangements for tape recordings at the 4-H leaders' recognition banquet in Springfield last month. Reports from a number of the stations using the recordings show that most of them were of high quality.

Those of you who have radio programs or who appear more or less regularly on the radio may want to use the tape recording idea when you make visits here on the campus. If you bring a roll of tape with you, you can use the machines here and make a number of recordings with specialists.

Legume-Grass Mats in Process...

Extra copies of the mats to help promote the legume-grass program should be back from the engravers within a week or 10 days. We'll send you proofs of all 12 mats as soon as they come in, and you can order the ones you want.

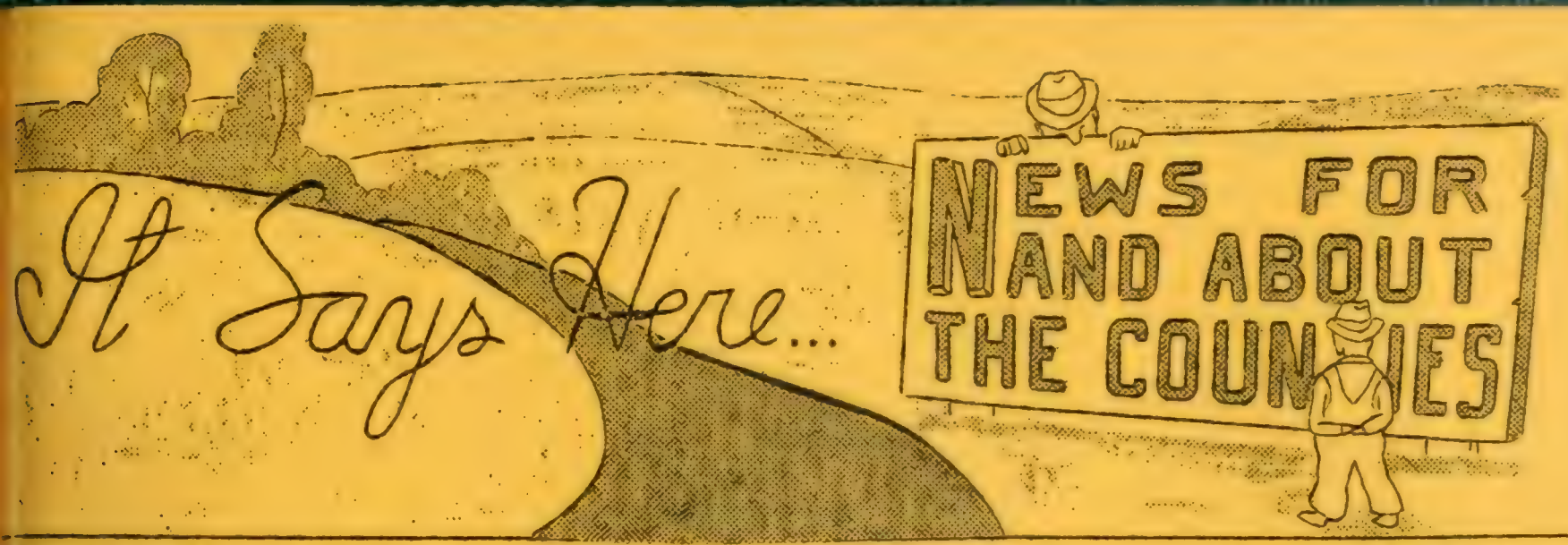


Here's My Best Story of the Year!

* * * * * * * * * * * *

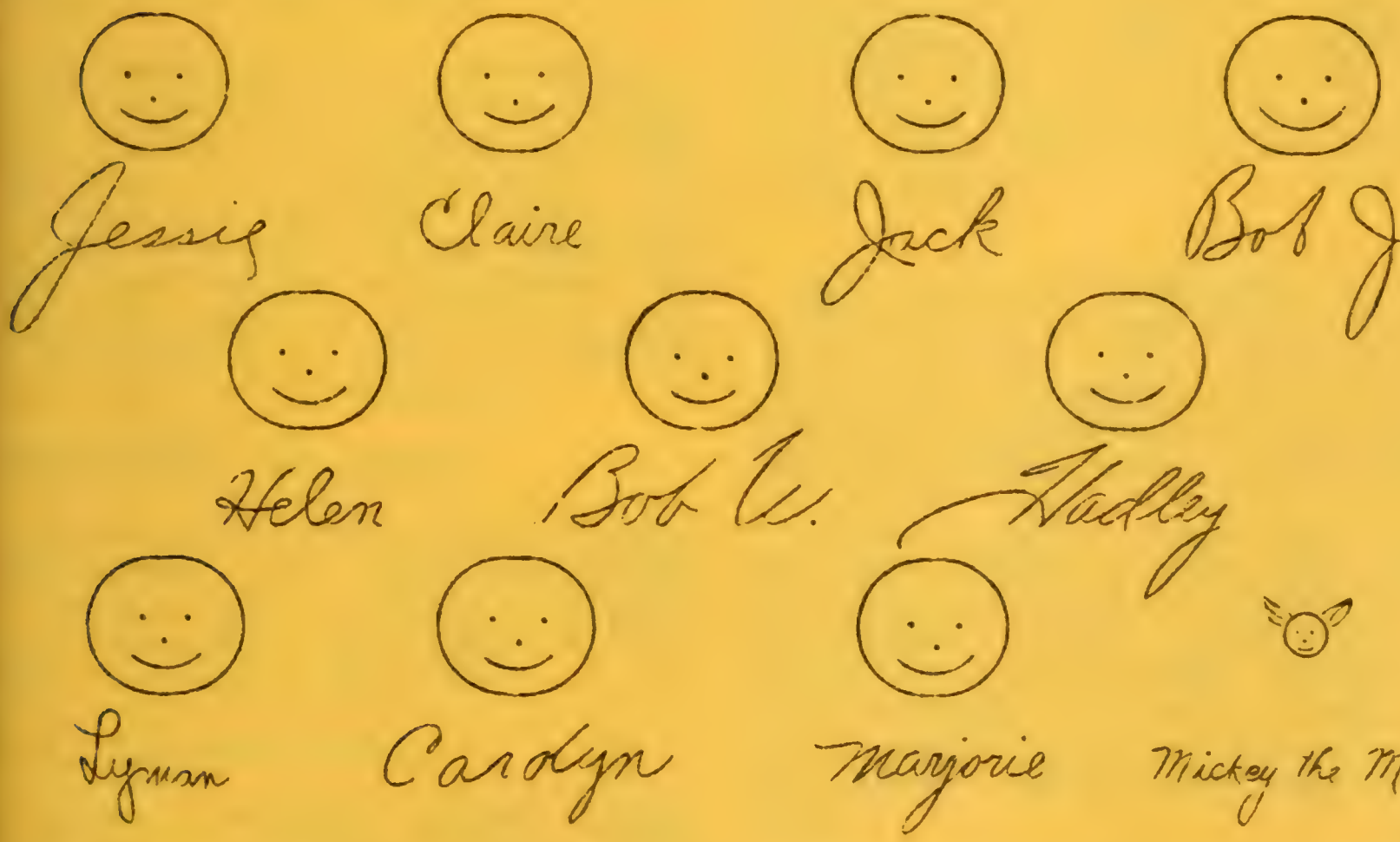
NOTE: Give all the facts you possibly can. It doesn't help much to say farmer Jones got "good gains." How many pounds was it? When was his oil tested? How much fertilizer did he use? What kind? How long were the animals on pasture? The same goes for other stories. You can't argue with facts.

* * * * * * * * * * * *



Extension Editorial Office University of Illinois College of Agriculture

From All of Us...



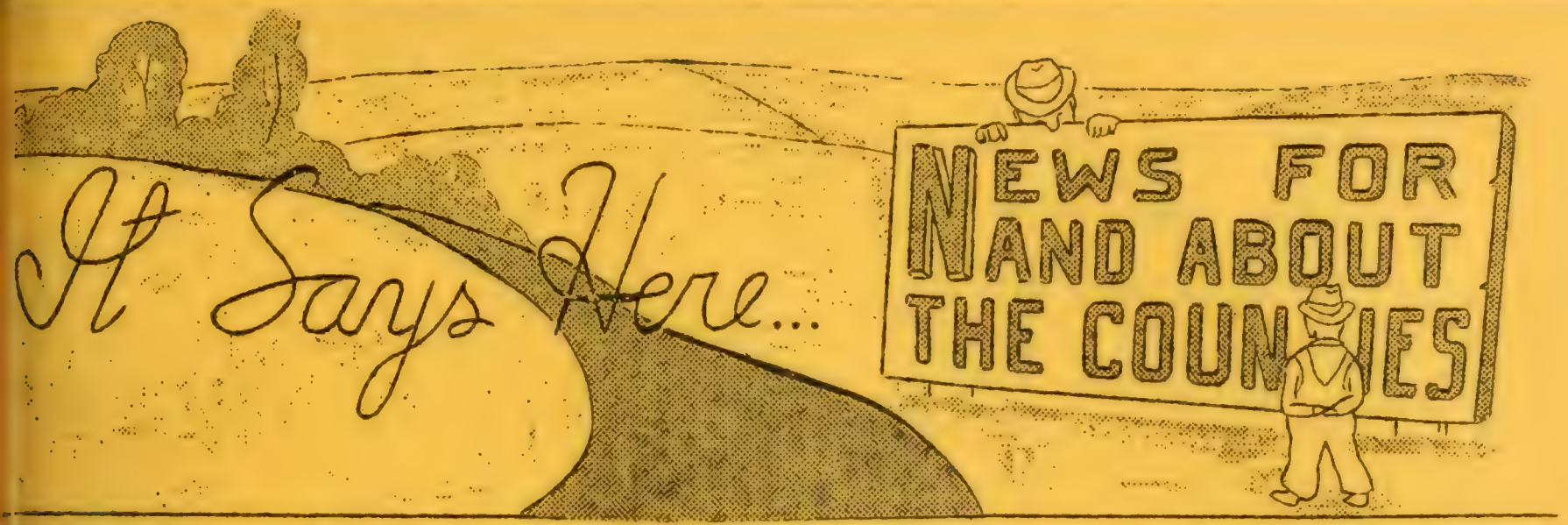
Merry Christmas

&

Happy New Year!

12/22/49





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Legume-Grass Mats Available...

There's some more promotion help for your legume-grass program in this week's packet to all farm advisers.

The number one item is the layout of 12 educational mats, including the pasture calendars for northern and southern Illinois. As we mentioned before, some of these mats have been issued to you previously and some are new. There's an order card attached to this letter. Just check the number of each mat you want. A mimeograph story goes along with each mat, except for the calendars.

Suggested Circular Letter...

Promotion item number two is a suggested circular letter which you may want to adapt and use in calling attention to your county-wide legume-grass meeting. There's a copy in the packet.

Share Your Good Ideas...

As the legume-grass program unfolds, many of you will have some bell-ringing ideas on how to get the story told and the job done in your counties. Don't be selfish. If you have a good program idea or promotion program, send in the dope and we'll pass it around to the rest of the counties in the state.

Dairy Day Promotion Material...

Lyman Noordhoff is the hard-working editor responsible for the special kit of promotion materials which was sent to all counties holding "Dairy Days" this winter.

Best Stories of the Year...

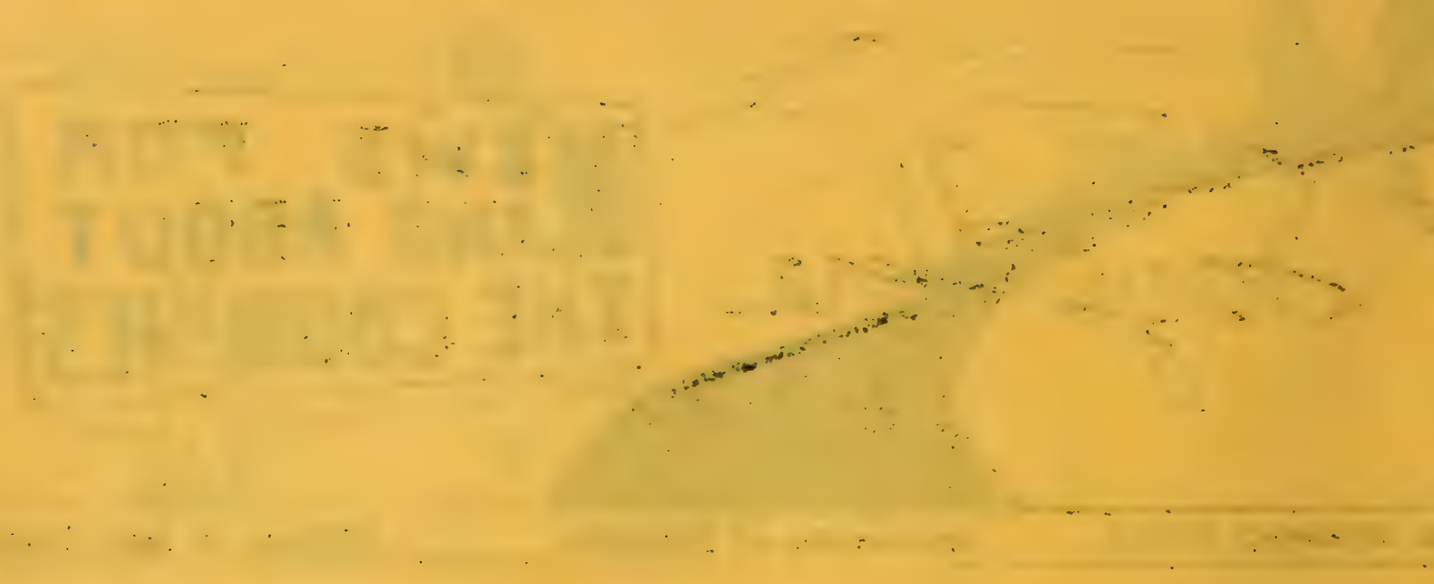
Clinton County farmer Ray Weinheimer studied his farm account records and found out he was losing money on his hog enterprise. As a result, he revised and reorganized his hog business and made it a paying business. That's proof positive of the value of keeping accurate farm accounts.

That "Best Story of the year" was sent in by Farm Adviser Floyd Smith. We need to get a few more of the facts and figures from Mr. Weinheimer, and when we do it should be a bang-up story for statewide and possible national distribution.

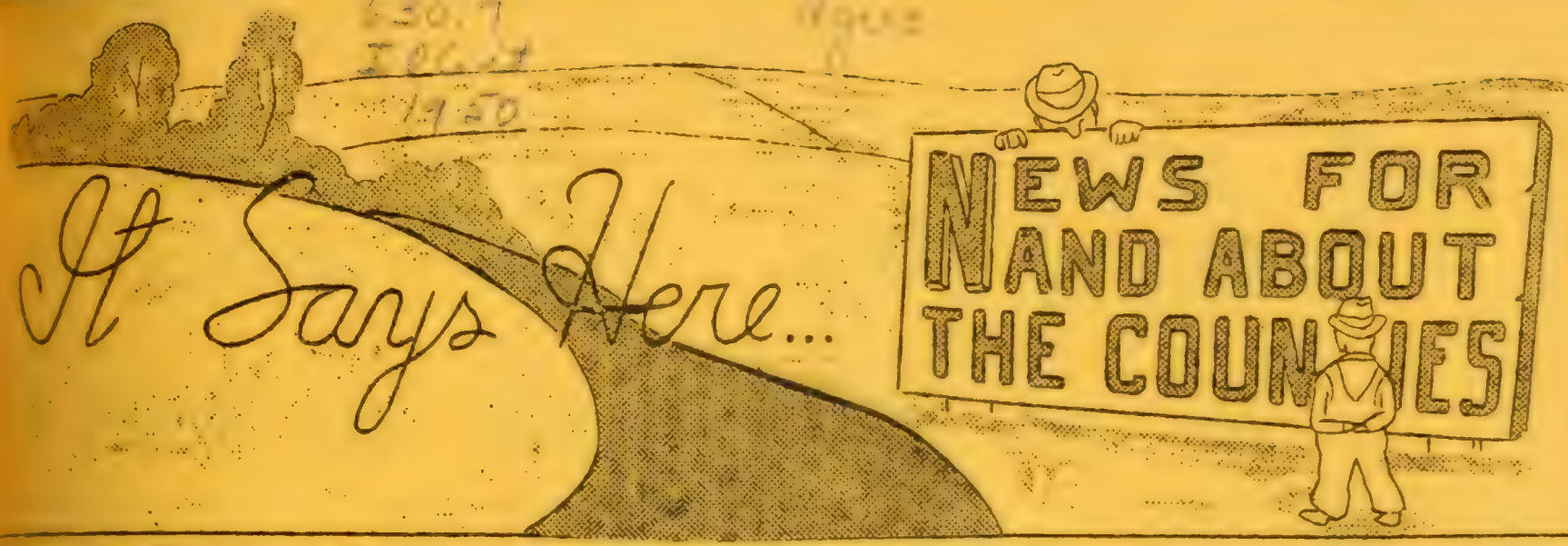
In Edwards County, farmer Alvy Summers and Sons proved for themselves what a modern pasture renovation program can do to increase profits. Their dairy herd registered a 20.8 percent increase in milk production the first five days they were turned out on a new pasture. The new pasture also cut down their feed bill.

That's one of John McCue's "Best Stories of the Year," and it's a good one.

On the basis of two "Best Stories" sent in so far, we can figure that this sheet has a pulling power of roughly .01 percent. We think it can do better than that after the holiday season and the New Year. One of the best ways to maintain and build the excellent reputation of the Extension Service is to let the people know how well it is doing its job. Good success stories can't be beat. Give all the facts and figures.



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Extension Editorial Office University of Illinois College of Agriculture

More "Best Stories"...

These notes can still hold their head up this week. More "best stories of the year" have rolled in. Batting average is now up to .02 percent.

"Full-speed-ahead" Frank Shuman came through with not one but three "best" stories, and they have been started through the dissemination mill here.

Franklin County's G. J. Christenson sent in an eye-opener about a farmer in his county who figured his five acres of ladino netted $536 in dairy profits in one month.

CAN YOU TOP THAT?

That Reminds Us...

The legume-grass committee met Friday of last week. A number of decisions were made: First, that a request be made for another copy of the movie "Green Dollars." Second, that a copy of the new circular be sent to all weekly and daily newspaper editors with a letter suggesting that they get in touch with their county farm advisers for the details of the county program. Third, that with the desk partly cleared off on the special county promotion helps, the editorial office get on the stick with some special state-wide supporting promotion to tie the whole program together.

Suggestion From Russell...

Harry Russell, who served as producer, director and general bull whip on the "Green Dollars" movie, brought up a good suggestion for getting more local information on the legume-grass program. This is it.

Let the Farmers Speak...

Harry pointed out that most farmers don't object to telling about a successful experience they have had. Why not start a local collection of the best experiences with an improved pasture program or with an improved legume-grass program? You might even make a little contest out of it and award a prize to the farmer who has the best story to tell. You could urge the farmers to send in their "experience story" by promoting the idea in the local papers, your county publication and over the radio.

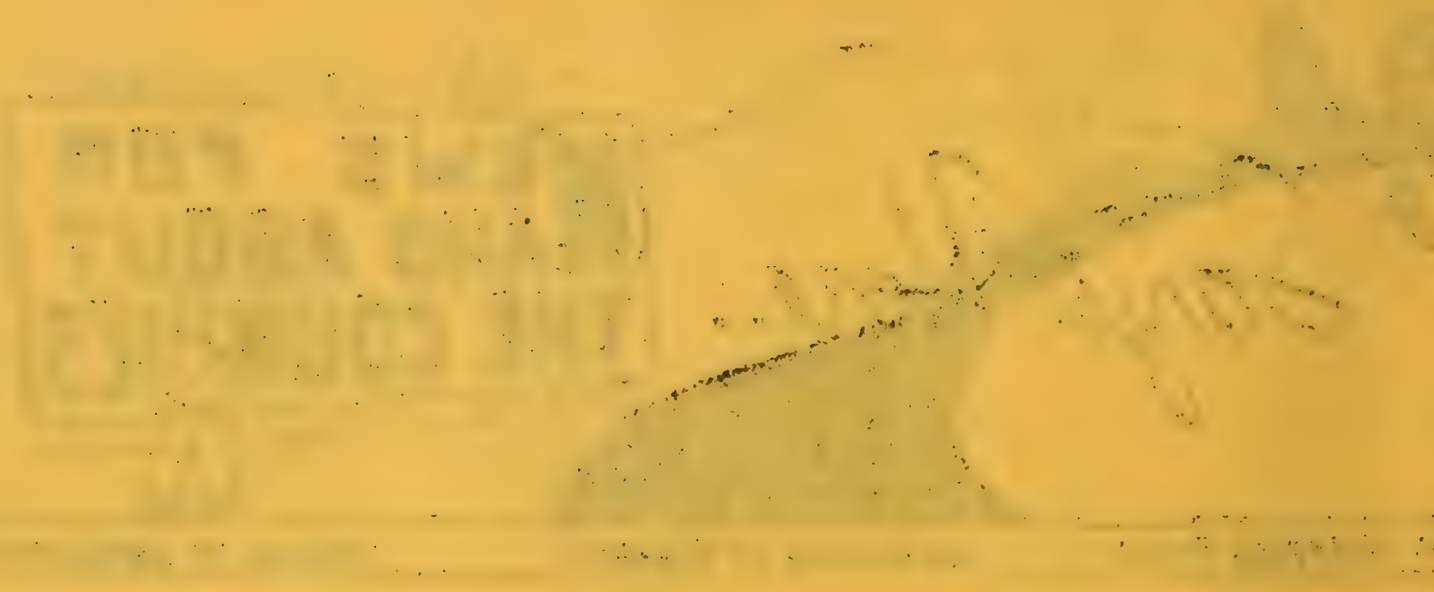
Harry also suggested that some of you might send out a sort of form letter asking farmers to give you the facts and figures. It would help if you gave your campaign a name--perhaps "Profits From Legumes and Grass--CAN YOU TOP IT?"

For the fun of it, we have attached a suggested form some of you might want to adapt and send to some selected farmers.

A Break for the Girls...

This letter has been accused of being slanted toward the interests of the male side of extension work. The charge is just, but it's not because we aren't interested in the field of home economics. It's because we have such capable home economics editors in Jessie Heathman and Claire O'Konski that we don't get a chance to get too deep into some of the home problems.

We aim to correct this situation in the future by having these hard-working girls regularly take over these note-writing chores. We think it will be a refreshing change--and a step toward "companionization."



Can You Top This?

Here are the FACTS on how legumes and grasses paid off for me.

Dear Cooperator:

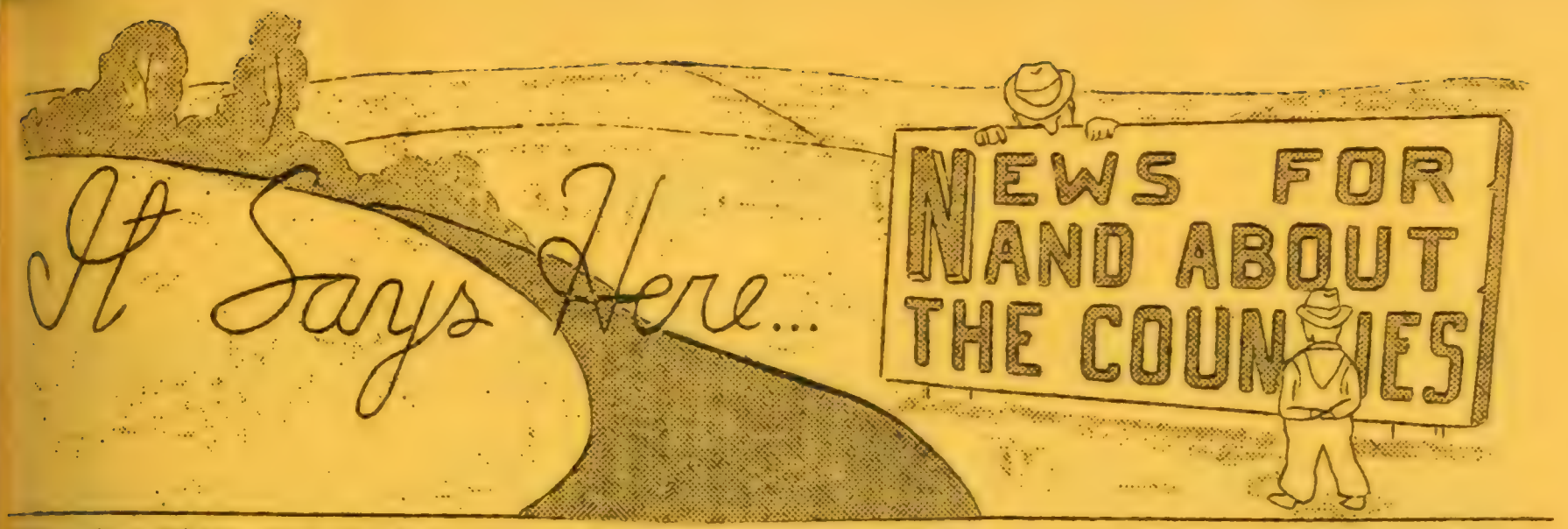
As you may know, _____ county is getting set to go all out on a legume-grass program this year. Facts prove that a good legume-grass pasture or the increased use of legumes in the rotation pays off. You've been following a good legume-grass program, and you probably have some facts and figures to prove that it has paid off for you. I would appreciate it if you would use this sheet of paper to explain your legume-grass program so that we can tell the rest of the farmers in the county about it. Give me all the details and all the facts and figures you can.

Thank you very much.

_____
Farm Adviser

****

(Use the back side of paper too.)



Extension Editorial Office University of Illinois College of Agriculture

Farm and Home Week Recordings...

After the successful recording session at the 4-H Local Leaders' Recognition Banquet in Springfield November 22, we received more than a dozen enthusiastic letters from farm and home advisers saying, "Let's try it again!"

We didn't need any more urging, so plans are complete for a repeat performance at Farm and Home Week.

Attached to this sheet is a slip explaining the plan. There's a tear-off portion for you to mail back if you'd like to record some programs.

20 different radio stations got programs from the local leaders' meeting. Can we boost that to 50 for Farm and Home Week? All you need is a roll of tape or two from your local station.

Farm and Home Week Broadcasts...

For those who can't attend Farm and Home Week this year, WILL is planning some special broadcasts. During the week, much of each broadcasting day has been assigned to Farm and Home Week coverage. There'll be a story in next week's packet giving the details.

If You Need a New Typewriter...

Julann Brya, Marshall-Putnam counties home adviser, has a recipe for getting one. At her December board meeting, when members estimated the cost of repairs along with the age of the machine, they said, "Buy a new one." Just a matter of a few tell-tale figures and good business, says Home Adviser Brya.

Full Speed Ahead...

Marion Simon, McHenry county home adviser, is busy with a weekly column titled "With the Home Adviser." At present 9 papers--8 local and 1 in Kane county--are taking the column. Some of the papers publish it verbatim; others "lift" items of local interest. All papers are giving additional space to special home bureau activities. During December, 21 different articles were sent to the 9 papers.

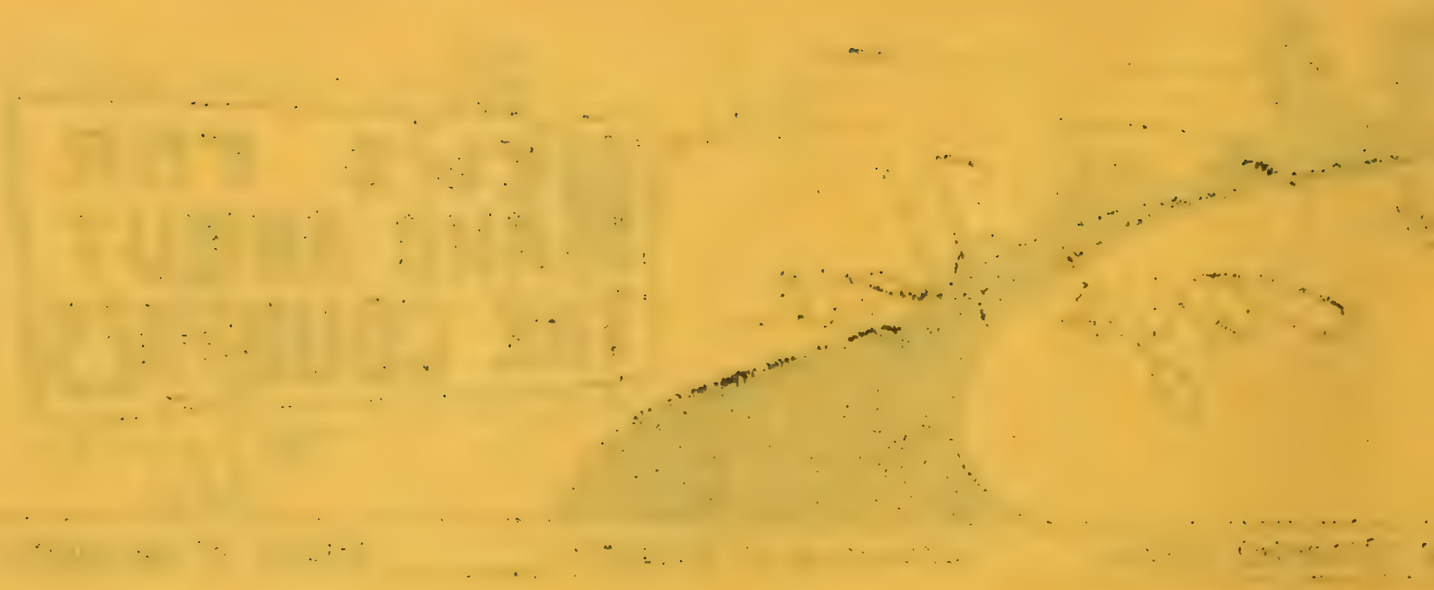
Do You Want Help Too?...

Jeannette Dean, Jackson county home adviser, sends word that she could make good use of material for training county and unit officers. She suggests a kit with helps on writing news releases, minutes of meetings, and reports of unit and community meetings for county records. Also, she says she could use suggestions for conducting meetings and introducing speakers.

If you need the same type of materials, let us know. Also, send along any additional suggestions for the kit. If enough home advisers want such information, we'll get down to work.

You home advisers might include your opinion of the need for a similar kit for radio work. In at least 12 counties, and probably more, homemakers are assuming some of the responsibility for the regular radio programs. They are asking for help and several home advisers have said that they could give them some training if they had suggestions for doing the job.

UNIVERSITY OF ILLINOIS LIBRARY



RECORDING PLAN
1950 Farm and Home Week

Tape recorders will be available for your use at WILL from 4 to 6 p.m., Tuesday, Wednesday and Thursday, February 7, 8 and 9. Station engineers will be on hand to operate the machines.

There are several ways in which you can set up your programs. You will probably want to interview some of your county people who are attending Farm and Home Week. You may want to interview a specialist. You may wish to give a first-hand report of the week's activities.

All you need to bring is a roll or two of tape from your local radio station. It might be a good idea to have the station give you a tape that's been erased. Then your program will be sharp and clear.

Check the day and approximate time of your proposed recording on the slip below and return it right away so that we can make up a tentative schedule.

- -

FARM AND HOME WEEK RECORDINGS

TUESDAY - February 7

4:00 ☐	4:30 ☐	5:00 ☐	5:30 ☐
4:15 ☐	4:45 ☐	5:15 ☐	5:45 ☐

WEDNESDAY - February 8

4:00 ☐	4:30 ☐	5:00 ☐	5:30 ☐
4:15 ☐	4:45 ☐	5:15 ☐	5:45 ☐

THURSDAY - February 9

4:00 ☐	4:30 ☐	5:00 ☐	5:30 ☐
4:15 ☐	4:45 ☐	5:15 ☐	5:45 ☐

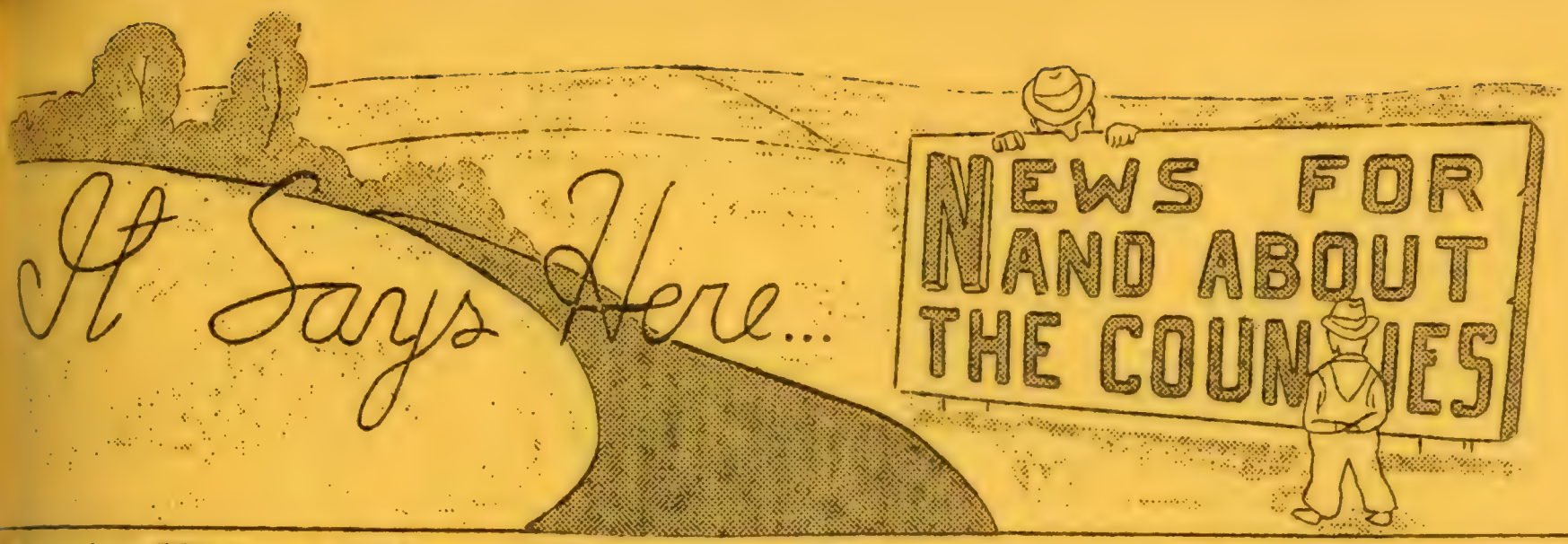
Remarks: _____

_____

_____
(Signed)

Return to:
Jack Murray
330 Mumford Hall
Urbana, Illinois

_____
(County)



Extension Editorial Office University of Illinois College of Agriculture

"Yes," Says Miss Berry...

The generous offer of a "kit of news writing helps" made by the girls who manage the home economics corner has at least one more taker. From Piatt county Lorennie Berry writes, "I too could use a kit as described in your release. We could use the part on writing news releases and unit meeting minutes..."

This whole business of preparing helps and suggestions on county news and information problems is something we've been "wanting to get at" for some time. If the demand from you people is strong enough, it might push us over the hump.

Support of Editors...

Iroquois county's Kenneth Imig sent the announcement story on the legume-grass program to all editors in his county. Along with it went this note:

"A county committee representing all government and private farm groups and agencies is planning a concerted drive to get Iroquois county farmers to seed more legumes and grasses. This article announces a county-wide meeting to start off the program and report details of plans for carrying it on during the year. Your support throughout the year will be a great aid to this program."

There isn't an editor in the county who won't be flattered by this special request.

Post Card Pictures...

Adviser C. A. Hughes announced his legume-grass meetings in a novel way. He ran a regular extension frank card through a multigraph machine which gave him a chance to use two good knee-deep pasture pictures as interest catchers.

Best Story of the Year...

Farm Adviser Les Broom sent in his "Best Story of the Year," and it was a dandy about a farmer's experience with a Ladino clover pasture. There were enough facts and figures to go with it. Our batting average is going up, but still not very high. How about some good home stories from you home advisers?

Meet With Ogle County Editors...

C. L. Banner, in Ogle county, started off the mid-century year on the right foot. He called in all his newspaper editors for a dinner meeting with the officers of the farm bureau to discuss the problem, "How can we do a better job of supplying farm families with farm news and information." The editors had a lot of suggestions to offer, and C. L. came away with some definite plans for a stronger and more attractive weekly farm news service to all papers in the county. This is in addition to his monthly county farm bureau paper, which is a good one. It looks as much like a newspaper as a newspaper.

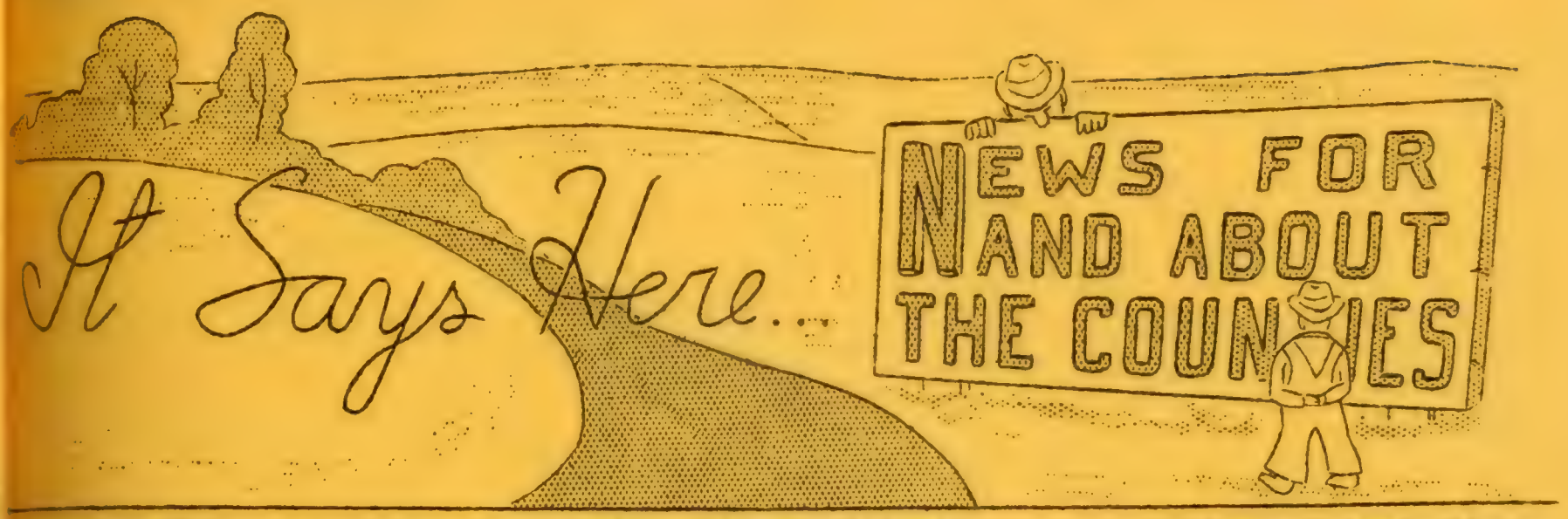
Cres Foster of the I.A.A. and three of us from this office sat in on the meeting.

Farm and Home Week by Air...

The details on Farm and Home Week broadcasts are in this week's packet. A lot of folks in your county who can't attend in person would like to know about the opportunity to attend via radio.

Question: Could you home advisers make use of more home fill-in stories?





Extension Editorial Office University of Illinois College of Agriculture

New Clover Circular...

There's more information help for the legume-grass program in this week's packet to all farm advisers.

Item No. 1 is the new Circular 650, just off the press, called "LADINO CLOVER IN ILLINOIS." Two sample copies are included in this mailing. More copies can be ordered through the regular channels. This circular, prepared by Bob Fuelleman and issued through Miss Glover's Publications Office, is one that should be a cornerstone of your legume-grass promotion program.

There's also a suggested fill-in story in the packet which may help you tell farmers about the circular through your newspapers and over your radio stations.

Another Linsley Mat...

Also in this week's packet is another educational mat from Clyde Linsley. There's a story that goes with it. This one shows "What happens to organic matter and corn yields under different rotations and treatments." The data was taken from the Morrow Plots.

Speaking of Morrow Plots...

Have you all seen the 2-page color spread on the Morrow Plots in the February issue of Farm Journal? It is a beautiful job. Arrangements are being made to get about 15,000 reprints of the article. When they come in, copies will be sent to you for use in your program.

More Voices Added: Home Advisers Phyllis White and Hazel Adams have added their voices to the request for a kit of "news-writing suggestions."

126 News Stories...

Warren county's Mary Husted kept her news-writing machine busy last year. The girls tell me her report shows a total of 126 news articles published in three local papers. If any of you home advisers can break that record, let us know.

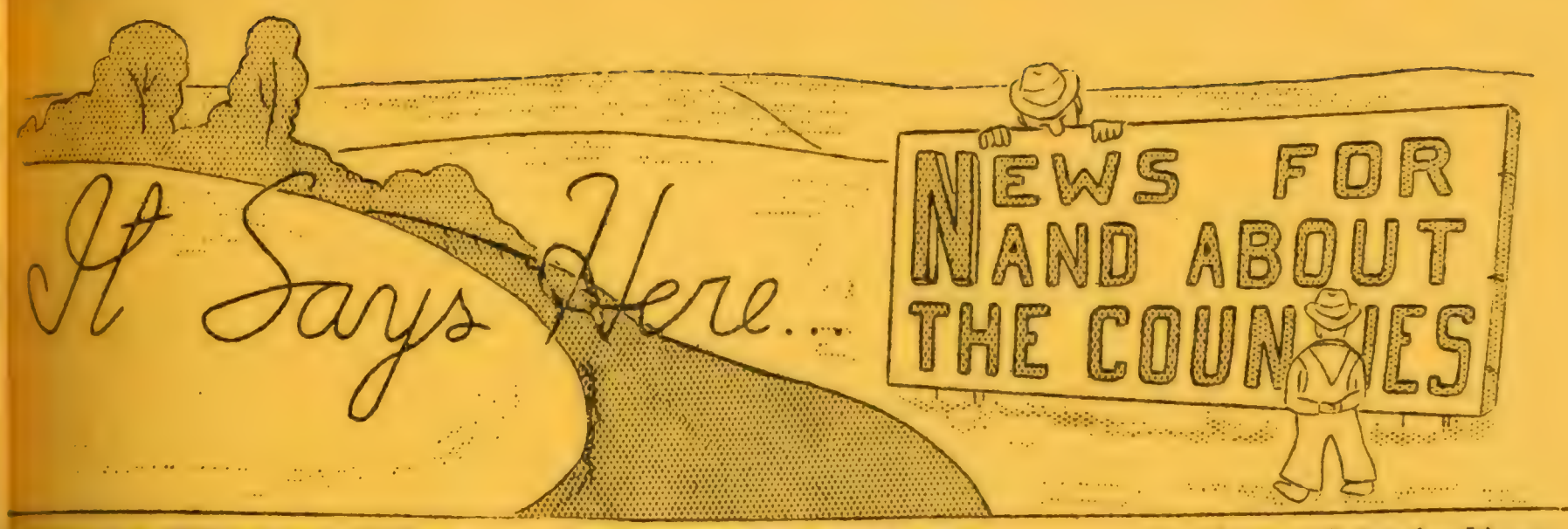
Success Stories Wanted...

The January 21 issue of the Lee County Farmer not only presents the news--it asks for more. The head on one of the front-page stories asks, "Do You Have a Success Story?" The story then points out that Lee county is cooperating in the state-wide legume-grass program and then says, "We would like to tell the people of this county and of the rest of the state about successful programs already in progress in Lee county." And it goes on to outline the specific kind of information wanted and needed.

Some success stories already have come in. This same issue carries four of the best farm experience stories you could ever expect to find. They are first-class examples of top farm reporting. They tell the steps each farmer took to get a legume-grass program established, how he utilizes the roughage and the benefits received. You can't beat information like that.

Radio Broadcasts Reported...

St. Clair county's Marjorie Tabor reports on two special radio broadcasts in the county. The first was a 15-minute discussion by Rural Youthers over St. Louis station WEW, and the second was a half-hour Sunday broadcast over WIBV in Belleville. It featured 4-H Club work



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A Little Humor Helps...

It doesn't hurt now and then to let folks know you have a sense of humor. And that sense of humor can even be shown in your information program.

Don't know whether Farm Adviser George Reid gets credit for this or not, but there was an excellent example of good humor in the January issue of the Hancock County Farm Bureau Bulletin. One of the full-column stories was about a "backward party" the Rural Youth group had held. A good story--interesting, well-written, full of names.

But what made the story so interesting and entertaining was the fact that the whole thing was set up backward. You had to start reading at the bottom of the column and read from right to left instead of from left to right. We've gone just slightly nuts trying to figure out how the linotype operator set the thing up in type. He must have stood on his head and punched out the words with his toes.

Can You Top This?.....

Latest and perhaps the best "farm experience" story on the use of legumes and grass comes from A. J. Rehling in Henderson County. We've taken his facts and figures and worked them into a suggested fill-in story that all of you should be able to use in your local papers. It's enclosed in this week's packet.

Our plan is to do the same thing with other "experience" stories that you people send us. You'll find that newspaper editors like "farm experience" stories even though they don't always come from the home county. Home stories are best though, if you can dig them up.

Women of Warren County...

If you haven't already done it, be sure to read the story about the women of Warren County in the February issue of Country Gentleman. The story is on page 145 and is titled "The World Is Your Neighborhood." Author is our own Jessie Heathman. The story is a real tribute to the county home bureau and the home economics extension program. Warren County women are finding out about their world neighbors, and those neighbors are finding out about life in the United States.

Youth Assistants Flunk Test...

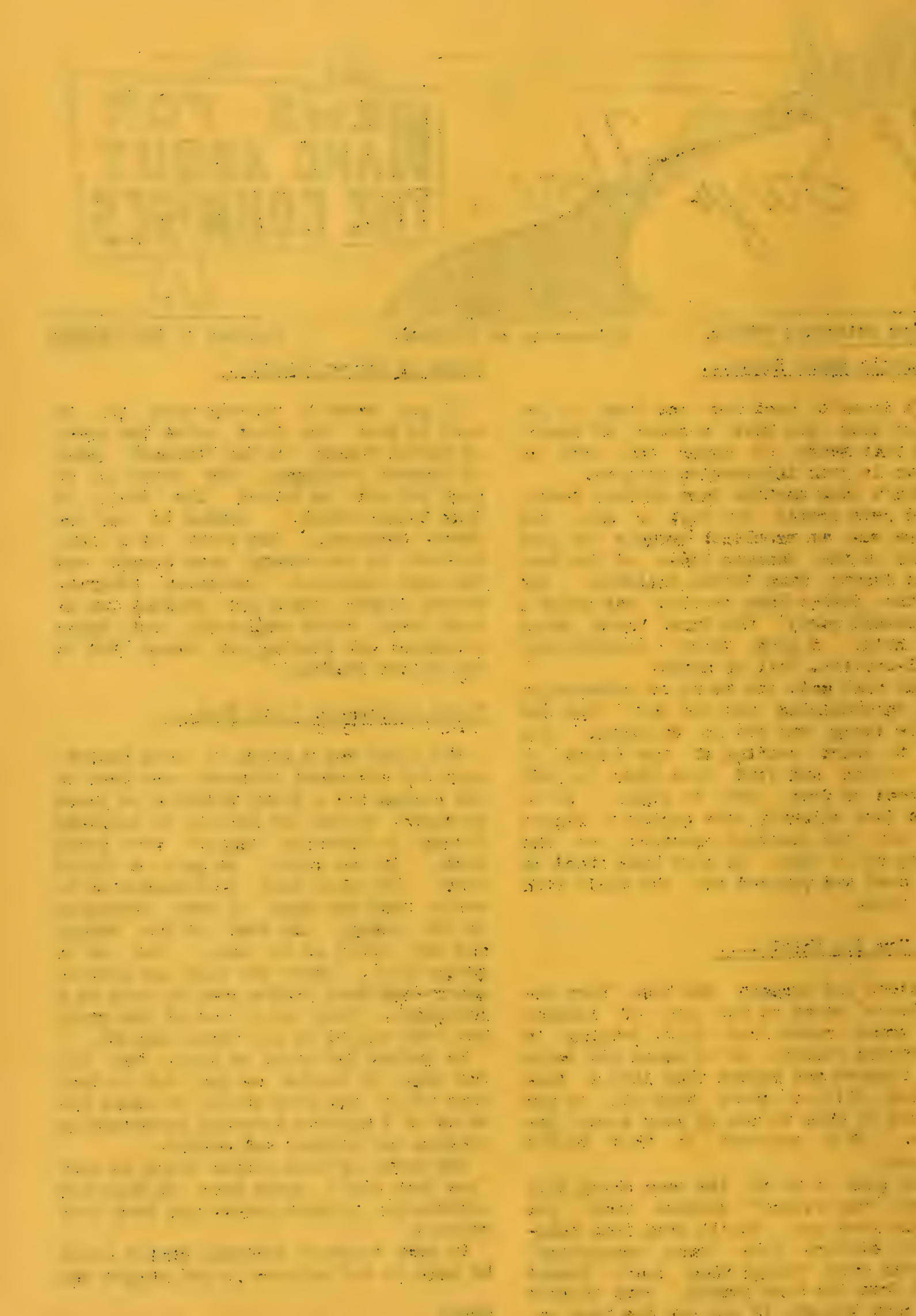
The other day a group of youth assistants and assistant advisers were here on the campus for a 2-day workshop on youth problems. We had one session on building strong information support for youth work. At the start, we gave a little test. We asked each representative to write down the name of each newspaper in the county, the name of the editor and the color of his hair. Out of a group of 20, there was only one perfect paper--and that fellow used to work on a newspaper. Only one or two of the group had ever called on all their editors.

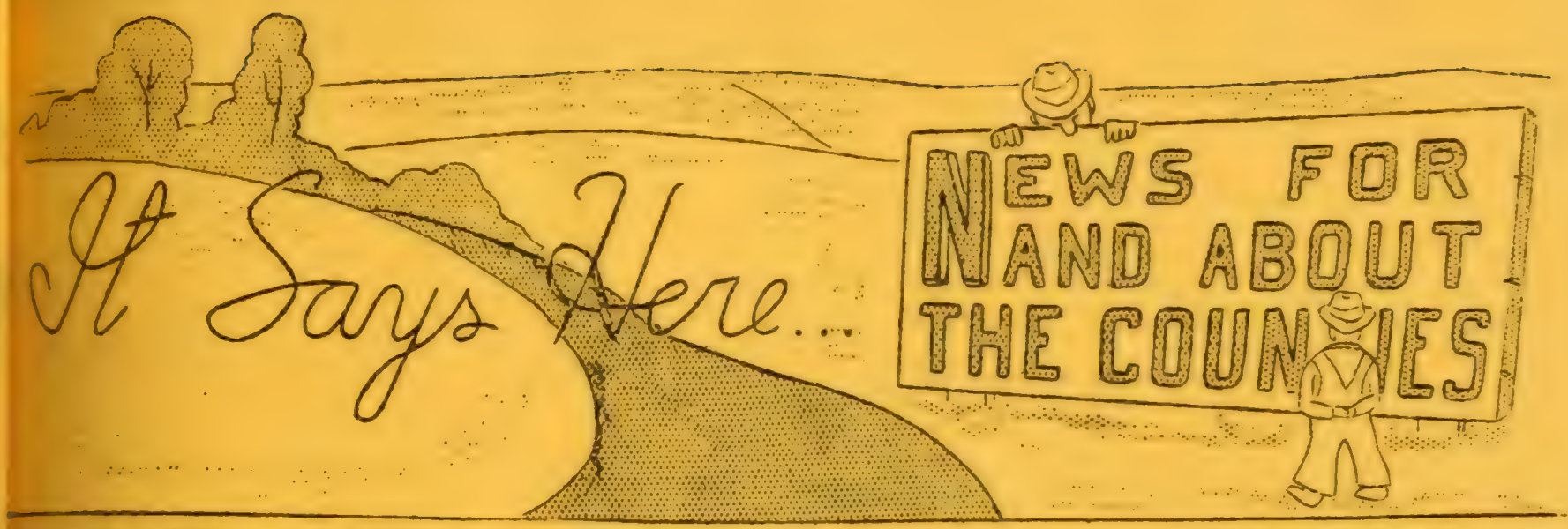
We talked for about an hour, but all the gems of wisdom we put out in that time could not even start to equal the value of 3 minutes personal conversation between the adviser and editor.

The moral of this little story is that "you jest ain't gonna have no topnotch information program unless you know your editors."

In most counties personal visits could be made to all editors in one single day.

HR:hl





Extension Editorial Office University of Illinois College of Agriculture

Farm and Home Week Press Coverage...

This is being written on Monday--first day of Farm and Home Week. The rush is on. Thought you might be interested in how such an event is covered by press and radio. Basically, it's the same as for any event--from a local neighborhood meeting to a national convention.

Advance Build-Up...

Advance stories to weekly and daily newspapers and radio stations started going out as soon as the dates were announced in December. Additional advances were prepared as the program for Farm and Home Week was worked out. The stories had a variety of "pegs." Some featured the prominent speakers. Some stressed the importance of the subject-matter. You people were a big help with advance releases at the local level.

Editors Invited...

Before Christmas, personal invitations to Farm and Home Week were sent to more than 125 press and radio editors. We told them the dates, mentioned some of the highlights, and told them we would send them a copy of the program as soon as it was completed.

This initial advance information was followed by another letter to the same group with a copy of the printed program enclosed.

By 10 o'clock this morning, five editors were in the office drinking coffee and preparing releases--Dick Orr, Chicago Tribune; George Theim, Chicago Daily News; Jim Tippett, Decatur Herald; Frank Bill, Bloomington Pantagraph; Art Page, WLS and Prairie Farmer. Before the day is over there will be many more.

Advance Coverage Preparation...

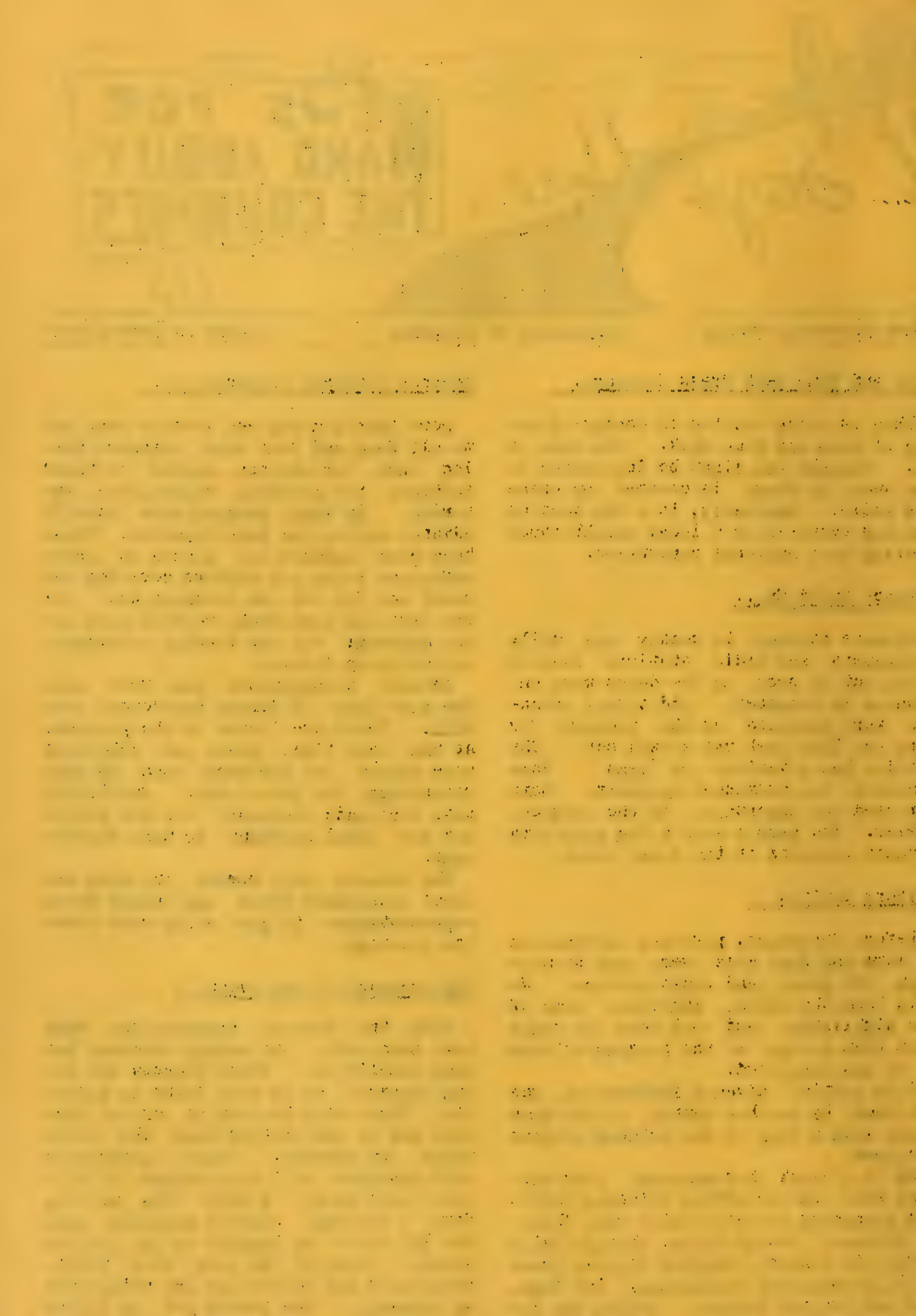
More than a month ago letters went out to all Farm and Home Week speakers asking them for advance copies of their speeches and personal biographical material. By this morning more than 80 advance copies had been received. These have been indexed and placed in press reference books for editors covering the event and for our own coverage use. After Farm and Home Week, we will also use the material for our regular services--in follow-up stories.

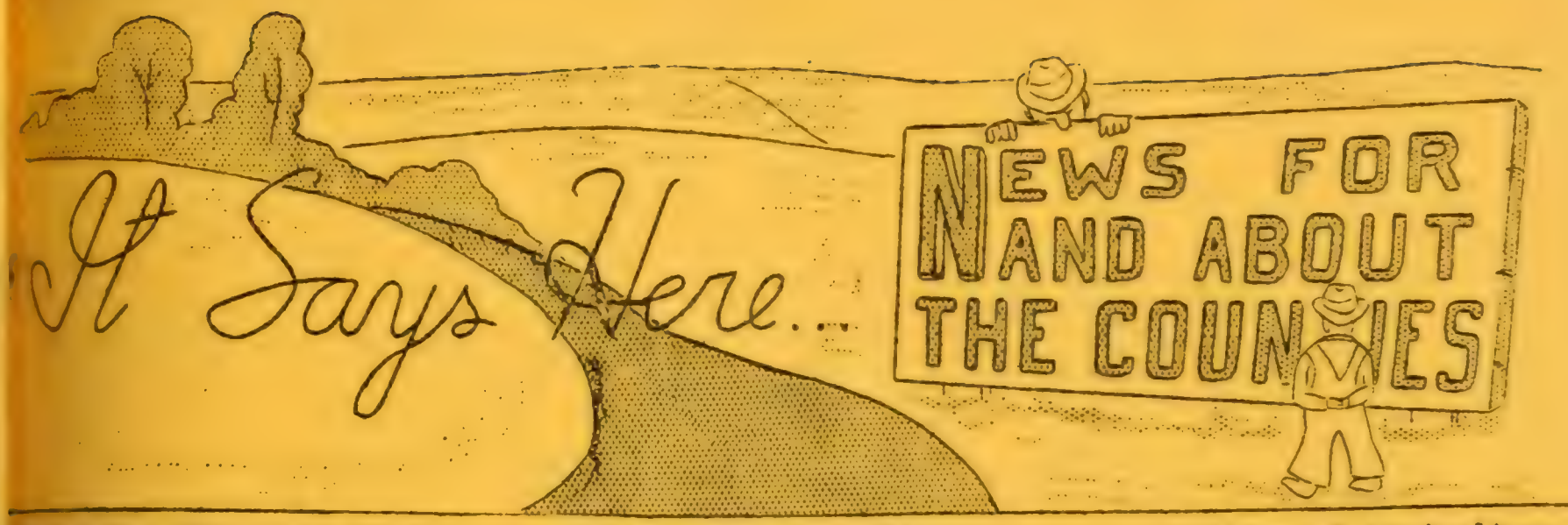
Advance arrangements also were made for more than 15 direct broadcasts over WILL. These are listed in the program. At the same time, plans and schedules were worked out for more than 25 tape recordings for future use. Facilities also were made available for you people and for local stations to make recordings.

The details were worked out with the local Associated Press and United Press representative to give daily wire service coverage.

The Coverage of the Event...

With the advance preparations that have been made, the actual coverage has been simplified. Press digests are being prepared of as many talks as possible. These will be used in our own services and by the editors here who write their own stories. Press conferences with speakers will be arranged if editors want them. A wire this morning from a national poultry magazine asks for 300 words by tonight on the poultry talks. There'll be more such wires. Broadcasts and recordings are being made on schedule. The second pot of coffee has been made this morning.





Extension Editorial Office University of Illinois College of Agriculture

16,000 Words...

Last week we mentioned some of the preparations for Farm and Home Week press and radio coverage. The complete recap of results is not yet available, but here are some of the highlights.

Visiting reporters and editors, including the press associations' representative, filed 16,000 words out of the local Western Union office alone. It takes a pretty good story for a paper to pay telegraph charges. The copy wired out would equal more than 60 typewritten pages double spaced.

A total of 18 direct broadcasts was made over WILL and WLS, and 57 recordings were made for use during the week and for follow-up. Ten recordings were made for farm and home advisers to use.

Picture Spread of Morrow Plots...

The February issue of Farm Journal carried a double-page, four-color spread of the Morrow Plots. Dr. Burlison was able to get a number of reprints of the article. We are sending each farm adviser 50 copies. Single copies are being sent to all home advisers.

Some advisers have indicated that they would like to frame the layout. This can be done by simply mounting the two pages on a piece of heavy paper.

Copies of the reprint are being sent to all newspapers in the state and to vocational agriculture instructors.

Miss O'Konski Becomes Mrs. Ciha...

As of Saturday, February 11, home economics editor Miss Claire O'Konski became home economics editor Mrs. Al Ciha. The fourth marriage of editorial office workers in 3 years.

A 4-County Column...

Farm and home advisers in Washington, Marion, Jefferson and Clinton counties have been invited by the Centralia Sentinel to take turns contributing a weekly column for the paper. The column will run each Saturday with the adviser's by-line, and the paper has given each writer a free hand as to the type of information covered.

Legume-Grass Circular Sent to Editors...

The legume-grass committee recommended that a copy of the new legume-grass circular be sent to every newspaper and radio editor in the state. This was done last week, with a covering letter briefly explaining the program and suggesting that the editors get the details of the county program from the county farm adviser. For your information, a copy of the letter was included in last week's kit to all farm advisers.

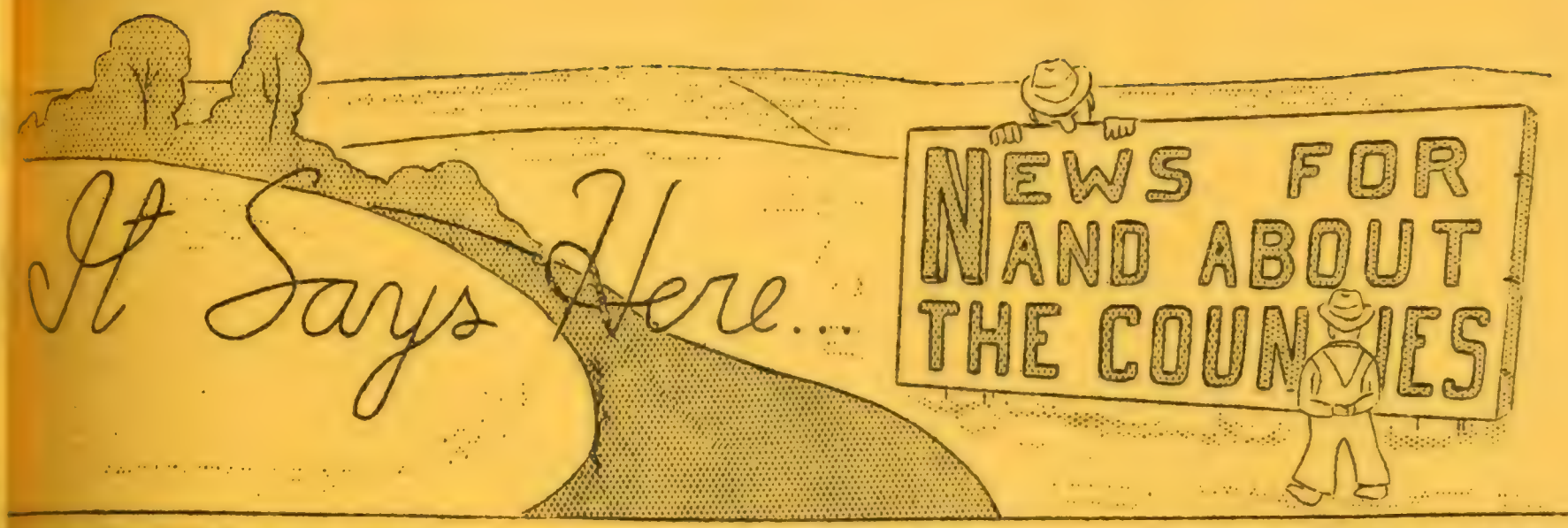
Another Bartlett Chart...

Another in the series of pictorial charts by Dr. R. W. Bartlett is also included in this week's kit to farm advisers. This chart shows changes in per capita consumption of various foods.

An Armful of Papers...

During Farm and Home Week, St. Clair county's Charlie Glover brought in an armful of county papers and said, "You might take a look at these."

We took a look at them and reached the conclusion that Charlie Glover has no relationship problems with his newspaper editors. They feature farm and home news every week.



Extension Editorial Office University of Illinois College of Agriculture

Information on Corn Borer Control...

By this time all farm advisers should have received the results of the corn borer survey conducted by G. C. Decker. As you might suppose, we feel that Table 1 of that report was a pretty good indication of the importance of press and radio in putting information across.

You'll note that 380 out of 444 farmers said they HAD received the material on corn borer control. Of that number, 46 percent said they got it directly from the farm adviser. At the same time 61 percent said they read it in the newspaper, and 58 percent said they heard it over the radio.

We can assume that much of the information that was in the newspaper or that came over the radio originated in your offices. A survey such as this is not able to pin-point "where" the stories came from that were released in the newspapers or over the radio. Even so, it does show that regardless of where they originated, newspapers and radio stations are one of the best "ways" to reach farmers.

Seems as if we've said that before.

In the Packet...

There are two special stories in this week's packet to farm advisers. The first is number one in a series on the research programs at our outlying field experiment stations. This series is designed to get farmers better acquainted with this important work and to serve as advance build-up for the field meetings this spring and summer.

The second is the story on the new veterinary medicine building and the veterinary program.

A Helping Hand...

Rock Island County Home Adviser Lois Mitchell credits her county publicity chairman with much of the good information that goes out to the public on home bureau and home economics extension work.

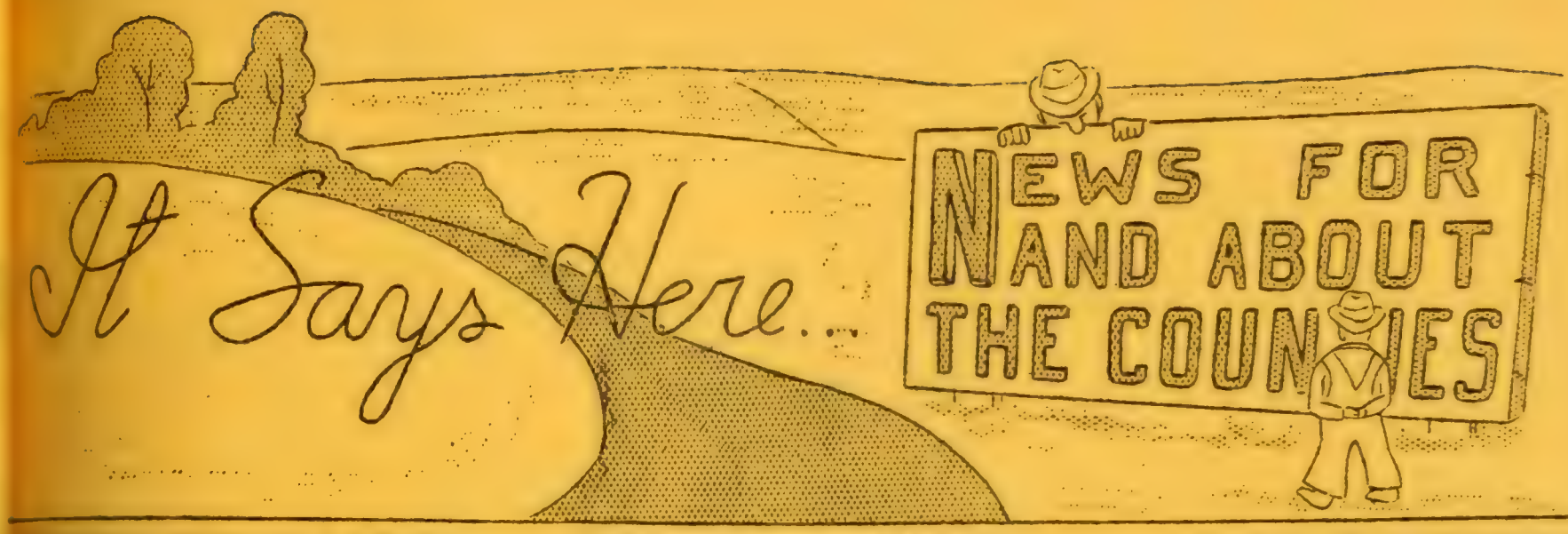
Chairman Mrs. Walter Peterson assists in collecting and sending news to local papers, and a copy is also sent to the home economics editorial corner in the office here. These girls report that the news service carries a variety of timely subject-matter information and write-ups on membership activities and events.

There should be a great many home bureau members in any county who would make top-notch local reporters. Their reports to you should cover more than notes on the meetings held. They should help be your eyes and ears for interesting and news-worthy items on what county homemakers are planning and doing. When Mrs. Fred in Cheerful township starts remodeling her kitchen, that's worth a news item in the local paper. Mrs. Jack's favorite recipe for sponge cake is also worth a news story.

In the Mill...

Spot checks show that nearly all counties are doing a tremendous job in promoting the legume-grass program. It's important to remember that the kick-off of a program is just the start. The follow-up gets the job done. In that connection, the legume-grass committee here has asked us to prepare a monthly kit of timely legume-grass stories to help push the program. The March kit will be a little late, but it is in the mill.





Extension Editorial Office University of Illinois College of Agriculture

Better Eating in Lake County...

There are a lot of ways to promote better nutrition and just plain better eating. But one of the best is to put out a cookbook of favorite recipes.

That's just what the homemakers of the Lake County Home Bureau have done. All 700 home bureau members worked on this project. Favorite recipes were solicited and supplied. The result is the "Cream of the Crop." It's an attractive 256-page booklet, bound in a cream-colored plastic cover with a spiral binder that lets the pages turn easily and lie flat. In addition to the favorite recipes of the members, there are ideas for luncheon, dinner, party and holiday menus.

Finishing Up Radio Survey...

Tentative plans are under way for a North Central (12 states) regional survey of the use extension workers (county and state) make of radio. Illinois probably will cooperate, and plans are to conduct it this spring and summer. You will hear more about it from Dean Rusk or Associate Director Kammlade.

In the meantime, we would like to put the finishing touches on the farm adviser radio survey supervised by farm radio editor Jack Murray.

We want the survey to be as complete as possible, and Jack tells us there are a few counties unheard from. If you did not return the questionnaire and it is still kicking around, would you send it in. If you threw the survey away because you don't use radio, just drop us a post card saying you don't use radio.

Where Do Farm Families Get Information?

As you may have read in the paper, Dr. Wilbur Schramm has been named dean of a newly created Division of Communications here on the campus.

Sometime ago Dr. Schramm met with extension workers here at one of our regular monthly staff conferences. He spent part of his time discussing the general question, "Where do farm families get their information?" And he mentioned some facts and figures taken from a rather elaborate survey conducted by Wallace's Farmer, under the supervision of the Iowa State College Statistical Laboratory.

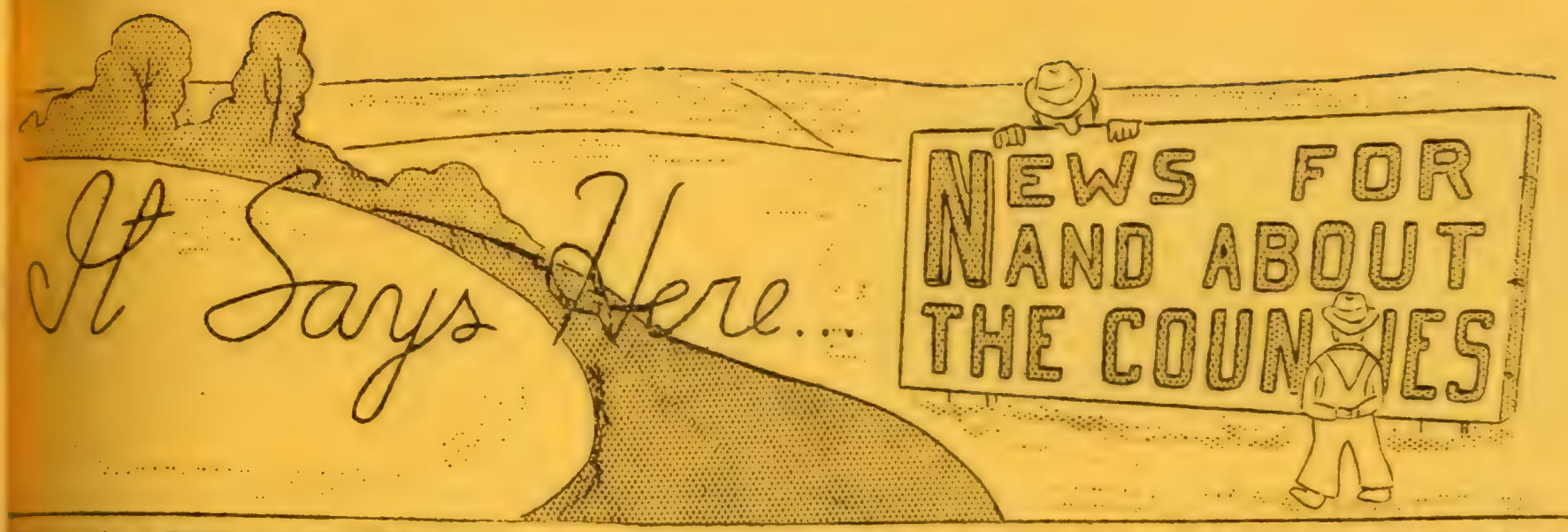
We thought you would be interested in some of those facts and figures, so we had them put up into table form. The survey covered both farmers and homemakers. As with other similar studies, the survey shows the importance of radio, newspapers and farm publications.

The fault of such studies, however, is that "sources of information" are compared with "means" of getting the information across. In other words, a lot of the material on the radio and in the newspapers "originated" in your offices or from state specialists of the Extension Service. At the same time, such surveys do show the importance of such outlets for reaching people.

March Legume-Grass Stories...

Assistant editor Lyman Noordhoff is riding herd on the first set of legume-grass stories. The set for March is in this week's packet.





Extension Editorial Office University of Illinois College of Agriculture

New Radio Program Service...

In this packet you will find a folder describing a new radio program service from the College of Agriculture. The first list of available farm and home topics is also enclosed.

In brief the service is this: If you or your radio station people will send us a blank tape and indicate the programs you would like to have, we will put those programs on your tape and send them back to you without cost.

Copies of the folder and order blank have also been sent to your local station manager. You may wish to discuss the service with him.

You will note that most of the programs in Groups A, B, and C are on grass and pastures. These programs have been prepared especially to promote the legume-grass program.

You probably remember that last summer a great many farm advisers and radio station people expressed a demand for this type of material. If after going over the enclosed material, you have comments or questions about the service, please let us know.

People Talking to People...

Piatt county's Lorennie Berry reports a new feature for her county newsletter. The feature is titled "How Do You Do It?" and is written by homemakers throughout the county. Topics are not limited. Time-saving tricks, money management schemes, entertainment ideas, community service needs and plans are some of the ones that have come to our attention. Exchange of ideas is a healthy sign--people talking to people--and Miss Berry considers the newsletter a fine outlet.

Special Promotion Idea...

The Pope-Hardin Newsletter for March is a good example of how a regular mailing piece can be used for special promotion. Home Adviser Elizabeth Pace devotes Page 1 to announcement of National 4-H Club Week. Then for good measure throughout the letter she spots 4-H needs and "what you can do to help."

Dairy Advertising Mats...

Two years ago we prepared a series of educational advertising layouts to help support the Southern Illinois 6-Point Dairy Program.

Now the dairy extension men have suggested that the layouts be made available to all newspapers in the state and to all farm advisers. Associate Director Kammlade has approved the suggestion.

Copies of the layouts, along with a letter of explanation, are being sent this week to all Illinois weekly and daily newspapers. The material is also included in this week's packet to farm advisers. If you would like a set of the mats to run in your county farm bureau publication, use the order blank included in the layouts. Do not order mats for your newspapers, however. They should order their own if they want to use the series.

Bob Walker Resigns...

Assistant Editor Bob Walker has resigned his position here to accept one as research editor for the feed division of General Mills with headquarters in Detroit.

Bob has a big job cut out for him, and he has our best wishes for every success.





Extension Editorial Office University of Illinois College of Agriculture

Spring Farm Editions...

Sangamon county's hard-working Ed Bay sent the office copies of the annual special farm editions of the Illinois State Journal and the Illinois State Register. The Journal had an 18-page edition, and the Register furnished 16 pages of farm news. That's 34 pages of farm copy, and much of it was prepared or furnished by Ed and his co-workers. Both editions had a good balance of national, state and local farm news. Pictures were used liberally. Extension and farm bureau activities were prominently covered, demonstrating the strong working relationships between Ed's office and the local press.

From a newspaper man's standpoint, spring farm editions have a lot of things in their favor. They come at the time of year when the rush of farm work is just getting started. They give farm advertisers a chance to present their products to farmers.

If the newspapers in your area have not had special spring farm editions, you might want to suggest the possibility to your editors.

Cooperation in Adams county...

Home Adviser Margaret Walbridge credits 4-H Club reporters, home bureau unit reporters and the staffs of the newspapers themselves for the excellent news coverage they received in Adams county. She sent along one issue of the Quincy Herald-Whig to back up her statement. The one issue had six stories on 4-H and home bureau activities on five pages. Miss Walbridge says the local radio stations also deserve a pat on the back for their interest in home economics and 4-H activities.

In the Packet...

There are four special mats in this week's packet to farm advisers.

Mat 1 shows the two state 4-H danforth Scholarship winners for 1950.

Mat 2 shows a replica of the plaque awarded to Stark county for having the best record in the Westinghouse Better Methods Electric program. There's a story to go with it. The Danforth story was in last week's packet.

Mat 3 is another in a series of pictorial charts by Dr. Bartlett on the effects of milk subsidies.

Mat 4 is the architect's drawing of the new veterinary medicine building. There is a special story also enclosed that tells all about the plans for the new building and some of the plans for the College of Veterinary Medicine. This building was supported by a great many farmers of the state, and they will be interested in the progress made.

Illinois 4-H Films...

The two-page folder announcing and describing the four new Illinois 4-H films is in the packet for all advisers. The films are devoted to keeping fit, tumbling, camping and swimming. They were produced under the direction and supervision of Prof. D. M. Hall. Directions for ordering the films through the University's Audio-Visual Aids Service are included in the folder.

A Pat on the Back...

A pat on the back for Adviser Jack Diamond's highly effective and original illustrated circular letters promoting corn borer control. Short, concise, punchy and with meat to chew on.



Extension Editorial Office University of Illinois College of Agriculture

Radio Training School...

Home economics editors Jessie Heathman and Claire Ciha report growing interest in home economics radio programs in Whiteside and Carroll counties. The two of them conducted a radio training school at Morrison. The women of Whiteside county outlined their radio programs through August. They'll broadcast from the Sterling radio station every Thursday at noon, covering news and information about home bureau, 4-H, Rural Youth and general problems of the home. Home Adviser Elinor Scott has a weekly program on the Clinton station. Carroll county women have been invited by three station managers to do a radio program, and plans are in the making.

In talks with local newspaper editors, Jessie and Claire found them anxious and eager to cooperate in covering local news about home economics and home bureau activities. Just as important, they found the editors were glad to hear more about the over-all extension program. The cue, of course, is that personal visits to editors could and should be a profitable way for you to spend a day or two

Orchids from Jarnagin...

Youth editor Bob Jarnagin has some special clover leaf bouquets he says he would like to hand out to those counties that put 4-H at the top of the list during the recent National 4-H Club Week. Extralarge bouquets go to the folks in Johnson and Moultrie counties. Lola Mae Fall of Johnson sent in copies of the Vienna Times and Paul Krows of Moultrie sent the Bethany Echo. Both were filled with stories, pictures and "booster" advertising on the 4-H Club program.

Response to Radio Program Service...

Enthusiastic response to the new farm and home radio program service on tape has started to roll in, says farm radio editor Jack Murray. There's a stack of station tapes on his desk now, and more come in every day.

You farm and home advisers who would like to supplement your local radio programs with recorded visits from specialists here should talk to your station managers. It seems to us the setup is about as simple as it can be. All that is needed is for you or the station to send us a blank tape and check the available programs you would like to have.

More Legume-Grass Stories on Way...

In order to catch up with ourselves after a late start, we'll combine the special legume-grass stories for April and May. Legume-grass committee representative Lyman Noordhoff is twisting the arms of specialists to get the subject matter turned in, and he says the April-May set should be ready for mailing in next week's packet.

Power of the Press...

As mentioned before, the Chicago Daily News is carrying a daily clothing feature furnished by the department of home economics here. One day recently a bulletin was offered in one of the columns. Those requesting had to send a stamped, self-addressed envelope. This week the expressman brought a box--18 inches wide, 20 inches long and 8 inches deep. It was filled with nothing but hundreds upon hundreds of requests for the bulletin.



Extension Editorial Office University of Illinois College of Agriculture

District Basis for Radio Schools...

Home economics editors Jessie Heathman and Claire Ciha are being slightly snowed under with requests to conduct county press-radio training schools for unit publicity chairmen. The demand for radio schools is especially heavy.

As I'm sure most of you home advisers will appreciate, Jessie and Claire would like nothing better than to fill all of the requests. But there are a number of problems:

1. The job on a county basis is too big for the time and personnel we have for it. (Too much work for too few people is an old complaint, but still valid.)

2. Because unit press-radio chairmen change each year, the job would have to be done in each county each year if we were to make progress.

Because the editors want to be of the most help to the most counties with the time they have available, the answer seems to be district training schools for groups of home advisers and only one or two publicity representatives from each county.

Under such a setup, Jessie and Claire would prepare outlines, helps, aids and guides which you and your county publicity chairman could take back to your county for your own county training workshop for unit chairman.

Actually this is the basic training pattern you use in most of your home economics extension work, and there should be no reason why press and radio training couldn't be efficiently handled the same way.

With the heavy pressure of other work, it will take a little time for the editors to work up the material that will be needed for such a district training program.

New Yorkers Know About Corn Borers...

Frankly, we were a little surprised to see Pete Petty's discussion on the corn borer problem given a 2-column top head in the March 12 Sunday edition of the New York Times. The editorial world has long fingers and many interests.

Gremlin Hits Typewriter...

A small, green gremlin sneaked into the office last week and stuck an error in the grape pruning story sent to all farm advisers. If you haven't used the story, change the first sentence in the fourth paragraph to read, "The buds or shoots close to the trunk usually do not bear fruit, while buds farther out on the arm, say from the fourth to the fifteenth, grow into productive fruiting shoots."

Important Meeting April 7...

Friday afternoon, April 7, has been set aside for an important meeting of the extension editorial office. The question up for discussion is: "How can the editorial office most efficiently and effectively help advisers with the time and personnel available?"

We will review the survey that was made during the fall conference in 1947. We will try to figure out what's wrong with what we're doing now and what we ought to be doing that we aren't.

One of our big questions will be:"What use do farm advisers--and home advisers--make of fill-in stories?" We don't think we'll have the answer, so next week we may have to send out a postcard survey. You might be thinking about the general problem.





Extension Editorial Office University of Illinois College of Agriculture

Farm News From Dixon...

Tired, bloodshot eyes in the editorial office lighted up when they fell upon the March 28 issue of the Dixon Evening Telegraph. Facing pages 2 and 3 of the 12-page issue were devoted almost exclusively to farm news--and most of it of extension origin.

Headline story on page 3 told about the work of the Dixon Soil Experiment Field. The story was furnished by Acting Farm Adviser James Somers based upon material processed by Lyman Noordhoff from this team. There were six other stories on page 3 and two more on page 2--all based on work of the College of Agriculture.

We've mentioned before the top-notch information job Jim Somers is doing.

1950 Camping News...

In this week's packet to farm and home advisers is Youth Editor Bob Jarnagin's report on last week's camping conference in Springfield, along with a review of the whole camping program. Many of you may already have given a report of the conference to your local editors and radio people. If not, this story may give you some ideas.

New York Times Again...

For the second week in a row our attention has been called to special stories from the College of Agriculture in the New York Times. Sunday, March 25, the New York newspaper ran a double column story reviewing the importance of soybean production in the midwest and in Illinois particularly. The article was written by a staff writer from information furnished here.

Vermilion Pen Points at Corn Borers...

The mighty pen of Orin Hertz in Vermilion county has been pointed pointedly at the corn borer problem. And the Danville Commercial-News is helping to hold the hand that holds the pen.

The News has given liberally of news space in hitting the menace, and also ran a hard-hitting editorial that started out, "We'd better quit stalling and get started fast on a corn borer control program in Illinois."

Adviser Hertz worked up a center spread in the Booster on the problem and wrote his own editorial.

The Future of Fill-Ins...

As we mentioned last week, we've had some questions among ourselves as to the real value to you people of the fill-in stories. Do you make use of the fill-ins? Where do you use them? Do they contain the kind of information you would like to receive? Is there something else we could spend our time on to better advantage and to be of more effective help to you?

Those are some of the questions we have and the only way we know to get the answers is to ask you. So we've attached a simple check card to this letter. We've asked just three questions and left room for your additional comments. Shouldn't take more than 5 minutes to fill it out and stick it in the mail. Your answers will help us in our thinking.

In giving us your answers, remember that almost everything is a matter of alternatives. Are fill-ins worth more than some of the other things we might be doing for you? Are they worth less than some of the other things?



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Spray Report Broadcasts...

In this week's packet you will find a story listing the radio stations in your area that will broadcast the Weekly Spray Service Report.

As you know, these reports tell what insects are appearing in each area, when to spray, and what spray mixture to use.

We are told that in past years many fruit growers have stopped their work to listen to the broadcasts.

Comments on Fill-ins...

We appreciate the early and heavy response to our questions about fill-in stories. This is Tuesday, and a stack of cards is already in. We expect more and hope all of you will express your opinions. Here are some early comments:

Truman May: Fill-ins big help--very valuable. Am surprised you are even considering dropping them. Just keep on the way you are and don't get such brainstorms!

Phyllis S. White: For our publication stories should be boiled down more.

Boyd Lahr: I think you send sufficient stories. Timeliness is the main thing as far as I am concerned.

Charles W. Federman: On some of the national and state events they make it easy to get a good story.

Frances S. King: We use direct news to the daily papers and so far the weekly papers have not published much that we sent. Partly my fault though, for I am not so well acquainted with these editors.

Ralph C. Broom: Fill-in adds local importance to news.

Clifford Heaton: I would appreciate receiving some of the fill-in stories sooner than I receive them now.

A. A. Wicklein: I liked the follow-up stories on extension meetings the best. This is where we fail to get the third strike.

Margaret Walbridge: Use them in connection with lessons and advice to individuals. Now and then in home bureau publication--very limited as only one page.

W. C. Anderson: I like the feature stories on soils experiment fields--one or so a week on this order would be fine--short items between filler and present length would be fine--we like mats on pasture program--mats on agricultural economics and marketing not used as much as on soils and crops.

Gilbert E. Lampe: I like these stories because in that way I can quickly adapt them to my local situation.

Nina B. Bruns: The paper here uses such copy as they themselves want. They have never been too receptive to anyone else's suggestions about it.

W. J. Randles: Same number--good way to keep up on work at the University.

A. C. Johnson: Excellent. Elgin Courier extracooperative.

Ruth E. Erb: I will be using some of the material on a radio program. I would appreciate additional helps for radio, too.

Paul M. Krows: Keep them coming. Keep them as short as possible.

John H. Jacobs: These fill-in stories are time-savers. It's easier to put meat on the skeleton than to construct the whole article.

Ella J. Fikuart: I would appreciate some assistance for the home bureau unit's publicity chairman on 'How to Write Better News Articles,' chiefly for county papers.

F. H. Shuman: We use them for ideas for our own stories. We rewrite prac-



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In the Packet for Farm Advisers...

Legumes and grasses are needed to maintain tilth in corn-belt soils. That is the story in Circular 655, just off the press. Two copies of this important 8-page publication are in this week's packet to farm advisers. The material fits your county legume-grass program perfectly.

We HOPE mats of the new animal science laboratory building will be back from the engravers in time to enclose in the packet. If not, we'll send them along next week.

More Comments on Fill-ins...

Here is another installment of the "voice of the people" regarding fill-in stories. We hope you don't mind being quoted. Sorry there isn't space to include the reports from all of you.

H. H. Fulkerson: It seems that there are too many repeated articles.

Floyd M. Smith: I like them because of the information. I use the ones that fit my county.

Mildred Eaton: Several do not fit into our county situation. Could they be sent out sooner so they can be gotten to the newspapers in time?

J. G. McCall: Sometimes they are issued too late for southern Illinois.

Leslie B. Broom: I think this is about as good a way as can be done, unless there was sufficient help to spend quite a bit of time with each one of us getting local news. By additions we can apply much of it to local conditions.

Arlene Wolfram: Stories that can be localized--local figures or names--are most helpful.

Darl Fike: More mats with stories that can be adapted locally.

E. H. Garlich: I think your stories are getting better and better.

Lorennie Berry: You do a better job than we do on news items; also saves us time.

W. S. Myers: We don't all of us want the same articles but some are very useful.

Orin Hertz: Any stories of over one double-spaced page are too long.

Dorothy Footitt: Would like 4-H releases, in series, telling of projects, camps, training schools, etc.

Rex Rhea: I also use them for radio broadcast. The local papers cooperate very well.

Halsey Miles: Don't know how we'd get along without these stories. Don't have time to get enough local stories. Fill-in stories are fine.

Mary H. Butler: We rewrite almost everything because of local newspaper requests.

A. L. Spaulding: Do a very nice job of offering suggestions for newsletters and radio broadcasts.

E. M. Lutz: Of course we don't use all of these stories, but I believe they have a great deal of value.

Roberta Kinsella: I think these are very helpful for news releases for daily papers and farm bureau paper.

W. F. Coolidge: Articles are in many cases too long--and lack variety.

George D. Perisho: How about some relative to city gardens, etc? They read papers for information on this, also.

June Pilgrim: I'm using them now more so for radio.

E. E. Lamont: Would like more mats with stories.



Extension Editorial Office University of Illinois College of Agriculture

1950 Fly Control...

Last week you should have received Pete Petty's material on the 1950 fly-control program. We didn't have too much to do with the preparation of this material, but it looks like pretty good stuff.

Fly control as an organized program is going into its third year. Most people know what it's all about. There probably is less need for meetings, demonstrations and so on. A good, timely, punchy promotion program with press and radio can carry this year's fly fight quite a way. Such a promotion program probably should start the first week in May.

Keeping 4-H Leaders Informed...

In times past we haven't said too much about newsletters and other kinds of "direct mail" promotion. There isn't space here to discuss all the merits and demerits of newsletters. But we would like to mention one that seems to have a purpose and to be doing a good job.

Jersey county youth assistant Charles Federman sent us a copy of a newsletter they are preparing for local 4-H leaders. It's a good way to keep the leaders informed and make them part of the "team."

Bartlett Chart...

The Bartlett chart for May is in this week's packet for farm advisers. During the past few months, we have received comments pro and con on these charts. If you have an opinion, why not drop a note to us or to Dr. Bartlett. That's the only way he will know whether they are worth continuing in the future.

Spotlight on County Information...

The spotlight this week will be on editorial services for county information programs. What should we do? What can we do? How much can we do? What are we doing that we should keep on doing? What are we doing that we should stop?

Step 1 will be to summarize the cards you returned on fill-in stories.

Step 2 will be a joint staff discussion Thursday afternoon of this week.

Here is our stated objective: "TO DEVELOP AN OVER-ALL SET OF GUIDES, PRINCIPLES OR POLICY CONSIDERATIONS WHICH WILL KEEP US ON THE RIGHT TRACK IN BUILDING AN EDITORIAL SERVICE PROGRAM FOR COUNTY FARM AND HOME ADVISERS."

Such a set of guides or principles is needed if we are to even partially satisfy all of our bosses. We admit at the start that we have not the time, personnel, money or ability to do all that might be done.

Our biggest collective boss is YOU--the county staffs of the Extension Service. But there are a number of others.

The administrative officers of the college make up a second boss. The specialists make up a third. Press and radio editors themselves make a fourth--and a rather vigorous fourth.

See what we mean?

More Comments on Fill-Ins...

Athylin Harris: The stories are newsy and are quick to get ready for paper.

W. H. Brown, Jr.: Our weekly papers, and we have only weeklies printed in the county, use none of the stories submitted directly from your office. Occasionally they'll print one if we dress it up a little and submit it.



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Promotion Kit for Field Day Meetings...

Much of what we know about crop needs and crop response to fertilizer has come from the outlying soil experiment fields. Many farmers know about these fields and follow the results closely. Others do not know about them.

The annual field days each spring offer a good opportunity to acquaint more farmers with this important phase of soil and crop research. That's one of the reasons why assistant editor Lyman Noordhoff has been working with the department of agronomy in preparing a series of stories on "results from the experiment fields."

This week Lyman has taken another step to help you acquaint more people with the work. In the packet you'll find an experiment field day promotion kit. There are suggested news stories, radio spot announcements, a direct mail card and a letter of invitation to editors.

As we see it, the kit has 2 purposes: First, to interest farmers in attending, and, second, to let farmers who do not attend know that there is an experiment field in the area.

Response to May Radio Transcriptions...

Radio Editors Jessie Heathman and Jack Murray report that the response to the radio tape transcription service is still strong. The programs for May were announced several weeks ago, and a high stack of tapes from stations has come in.

We find that some station managers, like the rest of us, often don't have time to go over their mail carefully. Some missed the original announcement of the service. If your travels take you near a station, you might take a minute to check with them about their needs.

5/4/50

Here's What You Said...

Eighty percent of you who answered our questions about fill-in stories said you used most or a fair share of them. Twenty percent of you said you used not many or none.

The large majority of you seem to use the fill-ins both for your county publication and for your local newspapers.

Nearly half of you said you would rather have more than have fewer fill-ins.

Those are the high spots of the survey, and we thank you much for taking the time to give us your answers. The complete summary of the returns is in this week's packet to all farm and home advisers. Please share with your coworkers. You might be interested in seeing how your opinion stacked up with the rest of the county extension family.

From time to time, we would like to gather your opinions on other mutual editorial problems.

Off-Campus Editorial Studies...

Sometimes we need to get away from home to see our problems more clearly.

Jack Murray and Jessie Heathman will be in Columbus, Ohio, the last part of this week attending the National Institute for Education by Radio. Much attention will be given to farm and home radio and the lusty television baby.

The stooge who writes this will be in Washington, D. C.,until May 15 attending a meeting of the Extension Editor Advisory Committee. Number one problem up for discussion at this meeting is how to do a better job of reporting research from the USDA and our own experiment stations.

Looks like things will be peaceful around here for a while.



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Reflection on County Publications...

Just finished going through a tall stack of county farm bureau publications. The number of "good jobs" seems to be increasing. Maybe we are just getting kinder in our old age. We thought we could count more local stories. Not just notices of meetings, but stories about local problems and local conditions. That's good.

We thought the heads were a little more bold, a little more bright. The make-up seemed more attractive. In many there seemed to be a trend toward using the "smash" approach. And in the April issues it was the corn borer that was getting smashed. We think that's a good technique. Hit one subject and hit it hard one issue. Take a new problem the next issue. You should get maximum attention that way. National advertisers use that technique.

There is still a great need to get more pictures and illustrations. They cost money, and that's one problem. We hope to be able to furnish a better mat service in the future. Depends on what kind of art facilities we can get. Regular photographs don't show up too well in mat form. But, if you can afford it, local pictures will increase readership.

We still wonder how well these publications are read. You probably wonder too. We have also wondered about how readership can be increased. One of these days we need to get together and talk over some of these problems.

Editors on Planning Committees...

How many of you have ever asked an editor to serve as a member of your county program planning committee? Might be worth thinking about.

Best Story of the Year...

This week's tulip bouquet goes to Orin Hertz, sage of Vermilion county. Last winter when we sent out the call for the "best story of the year," Orin evidently filed his sheet away and waited until he had a good one. The other day, his "best story" came breezing into the office--and it was a lulu. The story told how Vermilion county farmer Bob Hamilton figured a return of $6,042.40 from 75 acres of alfalfa-brome pasture. All the facts and figures were there: When Hamilton seeded the pasture, how he treated his soil, the number of ewes and lambs grazed, value of lamb and wool sales--the whole thing in a neat package.

We'll process the story and send it on to you as an addition to your legume-grass promotion.

Speaking of legume-grass promotion, hard-working Lyman Noordhoff and Bob Jarnagin of our staff would like suggestions on promotion needs for your summer and fall legume-grass activities.

More Spring Farm Editions...

There are strong indications that more newspapers are placing high value on farm-home news. Our clipping service sent us the spring farm edition of the Aurora Beacon-News. This was an excellent 24-page edition, packed with local, state and national farm stories. Kane county's Johnson and Kendall county's Randles both had articles in the paper. And we don't think we've mentioned the tremendous 64-page farm supplement issued in February by the Sterling Daily Gazette. It was issued at the time of the farm bureau annual meeting. Frank Shuman and his crew deserve a lot of credit for much of the material



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As It Looked From Washington...

Here's a brief report on the "points of agreement" reached by the 8 editors who made up the Extension Editor Advisory Committee. Oregon, Texas, Louisiana, Michigan, Arizona, West Virginia, Maine and Illinois were represented at the Washington meeting last week. We met with Director Wilson of Extension, Director Cardon of the Agricultural Research Administration, Keith Himbaugh, head of USDA Information, Secretary Brannan, staff members of the Extension Information office and others.

1. There is still a serious lag in reporting and interpreting the results of research to farm people. The Extension Service at the federal, state and county levels is probably in the best position to carry and channel research information. Research administrators need to review thoroughly the present system for reporting research results and consider needed improvements.

2. There is a real need to improve agriculture's "public relations." There is misunderstanding and lack of understanding about the place and importance of agriculture. Specifically, agriculture has had some black eyes in recent months. A better planned program of agricultural public relations is needed at all levels. The strongest public relations program will be at the grassroots--in the counties and communities. This places a heavy responsibility on the shoulders of farm and home advisers.

3. Television will be a potent educational force. It is a natural for extension work. There is danger that we may not take advantage of it. Immediate steps should be taken to "get ready" for extension television at the state and

4. Local leaders are the backbone of the entire 4-H program. Improvement and expansion of the program will depend upon these local leaders--their ability and willingness to serve. It may be that we have not recognized and credited local leaders enough. Public recognition through press and radio is one way to do this.

5. There is a growing demand and a growing need for an improved and expanded program of in-service and pre-service training in information and education methods. Little real progress will be made in this direction until such a program is recognized in the budget. For the most part, what has been done so far has been as a "sideline" or an "extra" activity.

Those were some of the highlights. When the complete report of the committee is issued, there may be an opportunity to send you a more thorough digest.

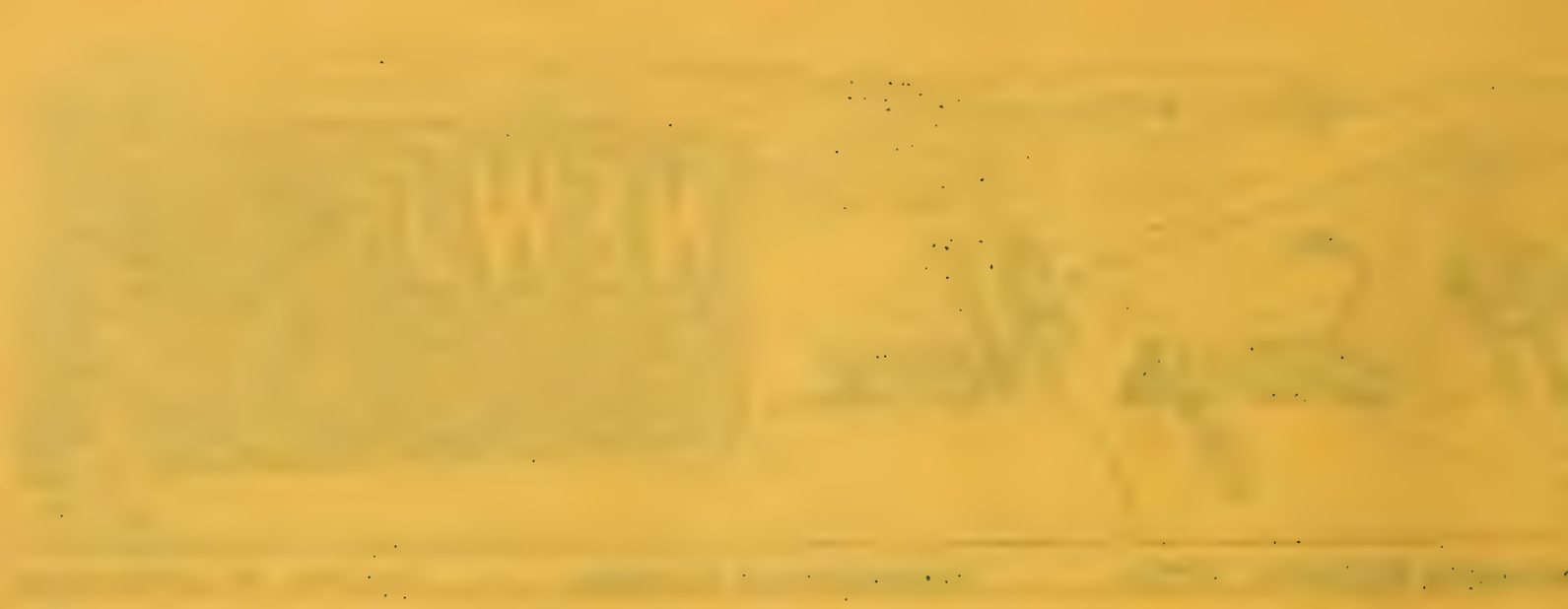
Press-Radio Training School...

Jessie Heathman and Claire Ciha from this office have scheduled a press-radio training school for Cass county next Monday, May 22. The girls will meet with the county's executive board and county committee. Sangamon county's radio and information chairmen plus four committee members will also attend.

This school will give the girls a chance to try out some of the materials they are working on for the "information kit."

Incidentally, they would appreciate any specific suggestions you home advisers might have as to just exactly what should go into such a kit.

5/18/50





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Record Camp Dedication Ceremonies...

Those of you who furnish news and programs for your radio stations have an offer from farm radio editor Jack Murray. He says if you want on-the-spot interview recordings at the Memorial Camp dedication ceremonies, he'll bring out the tape machines. All you'll need to bring is a reel of tape. Your local station probably will be glad to loan you one.

Dedication ceremonies are Sunday, June 4. There should be plenty of opportunity for some good radio programs.

Cass County Information Efforts...

Home economics editors Jessie Heathman and Claire Ciha came home from their press-radio training school in Cass county Monday filled with praise for the efforts of home bureau president Mrs. Floyd Leonhard. Even though the county has been without a home adviser since last Sept., the women have not let newspaper and radio activities lag. They report good cooperation from all editors and radio station managers.

Irene Downey will take over as home adviser July 1, and Mrs. Leonhard says she plans to act as middle-man in getting Miss Downey acquainted with all the press-radio people in the county. You couldn't ask for more than that.

Around the County--With Anderson...

Jackson county's W. C. (Andy) Anderson has found the secret for interesting reporting in his farm news column "Around the County." He simply reports what he hears and sees and tells what it means to him. When he sees evidence of nitrogen starvation in barley and wheat fields, that's a peg for a good item.

Information Spotlight on Borers...

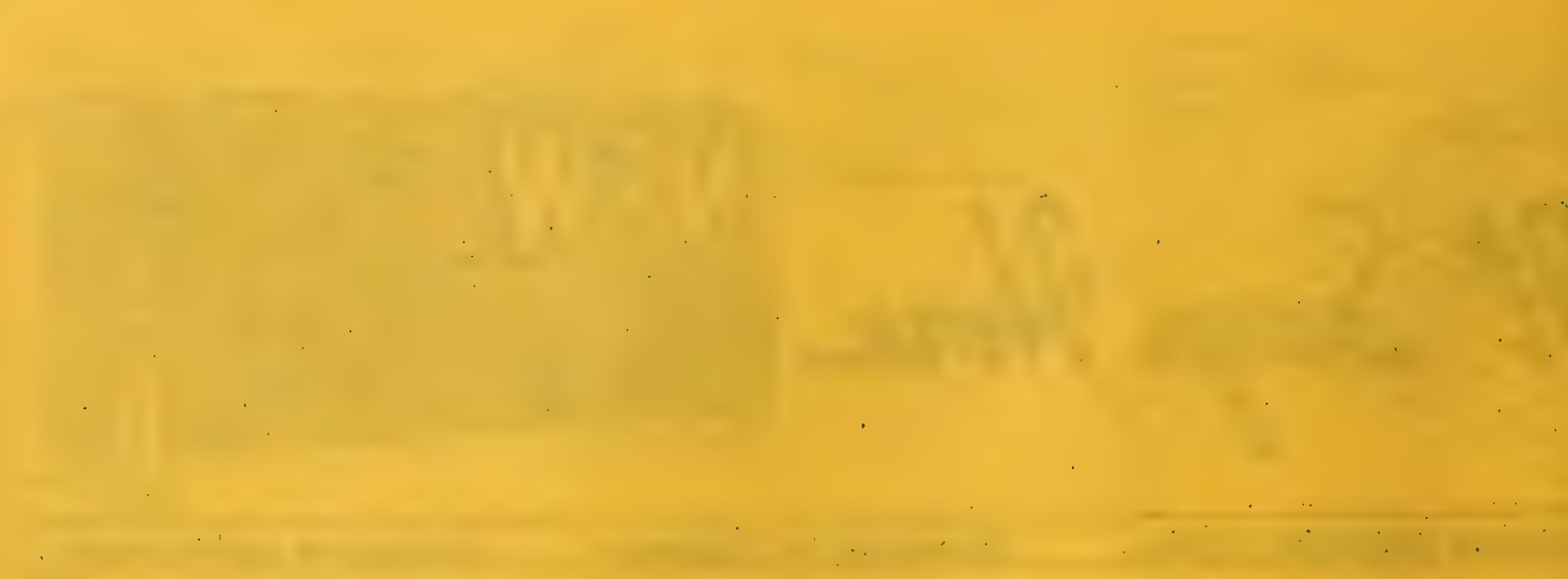
If the folks in Knox county are not aware of the corn borer menace, it's not the fault of Farm Adviser A. R. Kemp. We mentioned Kemp's early blast at the borers in the press and on the radio. He's still hitting them. A recent issue of the Galesburg REGISTER-MAIL farm page featured "blow-up" pictures to show how the corn borer population had increased during the past 3 years.

In Macon county, Farm Adviser W. E. Myers initiated a local corn borer reporting service through the cooperation of county vocational agriculture boys. The boys,under the direction of agricultural teachers, make regular checks on corn borer development and report to Myers. Myers summarizes the reports and issues a regular summary on borer development progress in each area of the county. These summaries go directly to a list of cooperators and are used by county newspapers and radio stations.

Decker's Reports Start Saturday...

The weekly state-wide corn borer reports prepared by George C. Decker, Natural History Survey, will start this Saturday, May 27. Here is the plan for speeding the information to farmers.

Dr. Decker will have his information ready each Saturday noon. We will rush it down to the Associated Press and United Press reporters, who will wire or phone it to the Chicago offices of the associations. The reports should go out on the press wires by mid-Saturday afternoon for release in Sunday papers. A rewrite of the material will go out Sunday for release in Monday papers. A mimeo copy of the release will be mailed to you Saturday afternoon or Monday morning.





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Farm News on Station WSDR...

From Sterling comes an inspired report on farm and home news broadcasting on Station WSDR, with studios in both Dixon and Sterling. Here's the word from program director John Rohwer:

"FARM NEWS BY THE PEOPLE WHO MAKE THE NEWS! That's the way it's done by Station WSDR. Direct lines from the farm bureau offices bring to the air at 12:00 noon each day the farm advisers and home advisers of Whiteside and Lee counties.

"Corn borer reports are aired direct from these locations by men who compile the reports.

"Using the WSDR mobile unit, which operates from any field or gully, brings actual soil demonstrations to the air as they occur. During a recent contest staged by WSDR, hundreds of entries were received suggesting slogans for soil conservation....FARM NEWS BY THE PEOPLE WHO MAKE THE NEWS!"

Attention Camera Fans...

Maybe you've seen Better Farming Methods' announcement of the "Farm Photo Contest" which has a special class for county extension workers. Entries are due August 21. If you don't have a copy of the rules and regulations, you might write to Editor Milton R. Dunk, Mount Morris.

Column by Pittman-McCue...

Add to the growing list of farm news column writers the names of Farm Advisers Paul Pittman and John McCue. They author "The Farm Adviser's Corner" in the weekly Grayville Mercury-Independent. The one we saw had a good balance of news, subject matter, farm photography.

Haying Pictures for Farm Magazines...

A national farm magazine wrote the other day, asking us to pass along the word that they were on the lookout for good haymaking pictures and stories. The magazine was Country Gentleman, but the same need exists on other publications.

For the most part the national magazines have to plan a year ahead for their good haymaking pictures. So you may want to keep your camera handy as we head into the haying season. Sure-fire pictures are those which show ways and means of saving labor. New machines and new methods are picture possibilities.

Cover Picture for Farm Journal...

Speaking of pictures, you may be interested to know how much time, effort and money goes into some of the cover pictures the national farm magazines use. We had a chance to study the problem first-hand last Saturday, when we helped line up a cover shot for the September issue of Farm Journal.

The shot was to be a county fair scene, showing a 4-H boy with his prize-winning lamb and his adoring sister looking on.

Preliminaries started 3-4 weeks ago. Lyman Noordhoff and Champaign county's Al Golden lined up 12 4-H boys and a similar number of "sisters" for the photographer's choice. A lamb had to be found and gotten ready. A special blue ribbon was ordered--and didn't arrive.

Saturday morning the weather was against us. Photographers arrived at 9, made choice of boy-girl team, gave dolls and fountain pens to those who came.

Switched from outdoors to stock pavilion at noon. Shooting started at 12:30 and ended at 2:30. Total cost probably will run between $500 and $600.



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Spring Conference News Peg...

By the time this reaches your desk, home advisers will have returned from their spring conference and farm advisers will be ready to leave--or will have left.

Most of you probably have put out "advance" news stories and radio releases on the conference. More important, though, can be the "follow-up" reports you prepare when you get home.

Surprisingly enough, there are quite a few people who don't have a very clear idea of extension work. They have never had an opportunity to see the whole picture--the relationships between the Extension Service and the College of Agriculture and the county farm and home bureaus.

The spring conference offers a good peg around which to build an over-all report on extension work and extension activities.

The things you see, hear and do at the spring conference can be related to your county extension program.

Noordhoff in Washington...

Assistant editor Lyman Noordhoff left Sunday for Washington where he will spend the month of June "on loan" from the editorial family here. Lyman will represent all state extension editorial offices in studying ways and means of more effectively and efficiently reporting USDA research to the states and the people of the states.

The request for Lyman's assistance came partly from the emphasis placed on research reporting by the Extension Editor's Advisory Committee which met in Washington last month.

Chart on Butterfat Changes...

You probably get questions from farmers who want to know if there are seasonal changes in butterfat tests. The answer, of course, is that there are.

Dr. Bartlett has pictorially presented this problem and the explanation for it in the mat which is enclosed with this week's packet to farm advisers.

Farm News From Elgin...

We've probably mentioned before the excellent farm news reporting job being done by the ELGIN DAILY COURIER-NEWS.

Last week our attention was called to a double-column editorial praising the Illinois 4-H camping program and calling attention to the dedication ceremonies of the Memorial Camp at Monticello.

The May 4 issue carried a 4-column front page picture showing Farm Adviser A. C. Johnson "examining a gully 18 inches deep...in a field where corn and no grass was grown last year, leaving the soil with inadequate protection."

There were 3 more 4-column pictures dramatizing this problem on inside pages.

Where Do You Get Information?...

Two extension specialists who own farms were in drinking coffee the other day. One said, "You know where I get most of my information on better farming ideas? From the newspapers and magazines."

The second specialist said, "Me, too."

Can't help it. That's what these men said.

6/8/50



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Progress by Pittman..

This week we're turning this space over to White County's news-conscious Paul Pittman. He has a story about a farmer in his county who developed a brand new "backfire cover crop," to keep the crows from eating up a corn field. This is the story as Paul told it to me:

"A very good farmer is Mr. Fred Ackerman, but early one morning last week Fred got me out of bed to explain his plight. The corn which he had planted near heavily wooded "Brushy Slough" and near the junction of the Big and Little Wabash Rivers was coming through and in danger of destruction by crows which were having a big picnic in his field. Scarecrows were to no avail, and poison bait was discounted because it is known that crows soon catch on to poison baiting and there is also danger of poisoning friendly wildlife.

"I recommended that Fred find a man to guard the field with a shotgun for three or four days while the corn grew out of danger and mentioned that the Carmi Sportsman's Club might be interested in helping.

"Fred, however, used his ingenuity to work out a more practical solution since farm labor was hard to find (even a man to sit on a stump with a shotgun). In finding the solution, Fred also developed a new crop rotation. His new rotation for this bottomland is a modified two-year corn-belt rotation of corn and beans with a "backfire cover crop." The corn is planted first in the spring; then while it's coming thru the "crow-picking stage," the adjoining field is disked and planted to soybeans. This preparation is done from 4:00 p.m. until sundown, since this is the time the crows are a problem. Fred says he cuts off the tractor in the bean field while it's under a full load. The result is backfire and "cover crop." The crows put on a ducking, diving and aerial exhibition second to none and head for cover across the river. The corn shot out of danger on this fertile overflow land after three evenings of this strategy."

LaSalle County Home News...

From now on, page 6 of the LaSalle Co. Organized Farmer, county farm bureau publication, will be devoted to home-making news and news about home bureau activities. So says a report from Home Adviser Arvena Holloway.

Training News Writers...

DeKalb County's Bernice Engelking reports that county publicity chairman, Mrs. Elmer Adee, planned two tours for unit publicity chairmen in the county. The group visited the DeKalb newspaper and radio station. Besides seeing the operations of the businesses first hand, they had an opportunity to discuss news-writing and radio program problems.

The Obvious One...

The obvious person to head up the publicity committee for your county-wide events is one of the editors of your county papers--or the manager of one of your radio stations.

How Many Editors Are Members...

With all the pressure being built up to divorce the Extension Service from the farm bureau, there might be a place for the question, "How many newspaper editors are members of the county farm bureau?"



Extension Editorial Office University of Illinois College of Agriculture

Here's What You Said...

We thought you would be interested in a non-scientific summary of your answers to our questions during the conference last week. (For the information of home advisers, we asked the men to write down what they liked and what they didn't like about the informational material we have been sending out.)

In summarizing, we put your replies into two groups: (1) Here's what we need and (2) here's what we don't need.

HERE'S WHAT WE NEED: Way out in front in this column is the need for more subject matter and cartoon mats. There were 31 mentions of the need for more mats.

Coming in second was the need for shorter stories. There were 11 mentions.

In third place, with 7 mentions, was the need for more research stories.

Three items ranked fourth, with 5 mentions each. They were: More specials to farm advisers, more promotion kits, and more outlines and ideas for local stories.

There were two items tied for fifth place, with 4 mentions each: Make the stories easier to localize, and give us ideas on procedures for organizing a promotion program.

Here are the other NEEDS that got one or more mentions:

A filing system for releases.

More timely stories.

Digest of what farm advisers are doing.

More for radio--dialogs, etc.

More letters to editors suggesting that they get in touch with farm advisers.

HERE'S WHAT WE DON'T NEED: Long stories, advertising copy and layouts, experience stories from other areas, too many stories, suggested letters to the editors.

Comments and Observations...

First, we appreciate your frank statements on what you need and what you don't need. That's the best guide we have for trying to improve our editorial service.

We know that you appreciate some of the problems. The 3 biggest are time, personnel and money. It takes all three, for example, to establish a really satisfactory mat service. Then there is the need to strike a happy medium between the requirements of 100 counties. What may help one county may be useless in another. Some of you have excellent relationships with your editors. Some of you need to do some more work on them.

"Home Echoes" by a Home Adviser...

The Mason County Democrat recently featured smiling Home Adviser Wanda Sward on page 1 with the announcement that Miss Sward was starting a new homemakers' column in the paper. The title is "Home Echoes," and it's for and about homemakers and their daily activities.

DeWitt County Column...

The Clinton Daily Journal is also featuring a new column each day entitled "Farm and Home Bureau News Events," authored by Home Adviser Eleanor Kemmerer. Included are items concerning the various home bureau units and the organizations as a whole and also articles of special interest by the extension staff of the university.



Extension Editorial Office University of Illinois College of Agriculture

Textbook on News Writing...

Glen Sons has patiently pointed out a number of times that we have not always been too helpful on "HOW" to do various information jobs. How to write a news story. How to take a picture. How to influence the editor. And so on.

We have hopes of getting together some rather permanent material on some of these topics this summer. In the meantime we would like to suggest the best textbook we know of on news-writing.

That text is your local daily or weekly paper. You are already paying for it, so it won't cost you a thing extra.

When you pick up the paper tonight, read it first to satisfy your curiosity about the day's news happenings. Then, before you put it down, go over it again.

Look at story selection first. Put yourself in the editor's chair. Try to figure out why he selected his page 1 stories, his page 2 stories, and so on. How much of the story selection is determined by sections--society, sports, business, farm?

Look for the human-interest stories. Check on the balance between straight news and features. Notice how the features usually try to have a news slant.

Next, look at the way the stories are written. Notice how much information is crammed into the "lead" paragraph.

Here's the lead on a page 1 story in Monday's Bloomington Pantagraph:

"Kingpin Bookmaker Frank Erickson was sentenced Monday to a two-year prison term and fined $30,000 for operating a multimillion-dollar coast to coast bookmaking business."

Turn to the sports pages. Check the way the sports stories are written. There's a difference. The same goes for features.

Farm stories and features can use a more personal approach. You are writing for a more selected audience. You can use more of the "you" approach.

The point is that there's no completely right way to write a story. And perhaps no completely wrong way--so long as you get the information across and so long as it is correct.

And Speaking of News...

Jackson county Home Adviser Jeannette Dean reports two daily sources of news coverage, in addition to regularly prepared items. Bob Veach of WCIL picks up material each morning for use on his county seat newscast at noon.

Ray Sons of the Murphysboro Independent appears each day for material. Local items are used on Independent pages. General items appear in the Southern Illinoisian, daily paper for Murphysboro, Carbondale and Herrin.

Training for Ag. Engineers...

Students in the department of agricultural engineering issued an engineering publication for the first time this year. It tells about the staff, the work and the activities of the department here in the college. Its purpose is to acquaint prospective students with the type of training they will receive in this field.

The students thought each farm adviser might like a copy to show young people inquiring about such training. There's a copy in this week's packet.



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Legume-Grass Information "Extras"...

You farm advisers will find two special packages of information material in this week's mailing. Both are designed to help keep the legume-grass program going in high gear.

The first is the blue-sheet "extra"--LEGUME-GRASS SUBJECT-MATTER INFORMATION. This is a collection of legume-grass reference information furnished by a number of staff members of the departments of agronomy, animal science and dairy science. Its purpose is to keep you up to date on some of the current legume-grass problems. Much of the material can also be used for press and radio stories.

Item 2 is the set of PROMOTION SUGGESTIONS FOR THE 1950 LEGUME-GRASS FIELD MEETINGS. This set contains 5 suggested advance stories, 2 direct mail pieces, spot announcements for press and radio and an illustrated mat article.

Editorial Staff--Home and Away...

Assistant editor Lyman Noordhoff is back in the fold after his month-long jaunt to Washington. Lyman was on loan to the USDA Information Office studying ways and means of improving the flow of research information from the USDA to the people. If he found out the answers, we will try to apply them here at home.

Going away is Jessie Heathman who leaves next week for the annual meeting of the American Home Economics Association in Boston. Jessie has been named chairman of the Extension Division of the Association.

7/6/50

Farm-Home Safety Recordings Ready...

A special series of radio tape recordings on farm and home safety is ready and waiting for all of you who would like to promote safety on your radio programs.

The complete announcement on these recordings is in this week's mailing to all advisers. If you would like to order the recordings, mark the ones you want and send with your blank tapes to the Extension Editorial Office, 330 Mumford Hall.

Nose for News...

If you had time to look through the June issue of the EXTENSION SERVICE REVIEW, you probably saw the article "Use Your Nose for News." It's by a North Dakota county agent who tells why he writes news stories for the local paper. He also writes a column. Here's a good quote from the article:

"I find that at least 50 percent of my office callers refer to something printed in my news column....I believe a majority of people in my county must be reading that column."

Other Items Worth Noting...

While you have that same issue of the REVIEW open, it would be worth a few minutes to check the rest of the articles. There are some good ones--pages 104, 106, 107, 108, and 109.

Next to having a darned good idea of your own, the best thing is to borrow a good idea from some other guy.



Extension Editorial Office University of Illinois College of Agriculture

Local Stories--Local Interest...

This week's red roses go to Paul Wilson, Saline county, and Earl Lutz, Gallatin county, for highlighting local interest through local experience.

Both have monthly columns in their farm bureau publications featuring the heading "CAN YOU TOP THIS?" And the columns are devoted to bringing out the best of the local legume-grass stories.

Space doesn't permit mention of all the rest of you who have featured local success stories, but there are enough roses to go around. Grab one off as the bouquet passes.

Legume-Grass News Letter...

The first of an irregular series of legume-grass newsletters is on the planning board and should be in the mail to you before too long. Basis for the first one, for the most part, will be your comments and observations given in the survey by the legume-grass committee. If you have worked up additional plans during the past month or 6 weeks, drop us a note so we can share your ideas with the others.

Coals to Newcastle...

Sometimes when we keep talking and writing about the importance of press and radio, we have a sneaking feeling that we may be guilty of "carrying coals to Newcastle." We felt especially that way when we looked over all the excellent promotion material you people have been putting out on the corn borer problem. We suspect you have found out that you can reach more people more quickly with a news story or a radio broadcast than by any other single means.

Farm-Home Safety and You...

We spent this past week end on the home farm in Iowa. Just before leaving we talked to Bob Jarnagin about stories for Farm Safety Week. Now, more than ever, we think farm safety is a fairly important subject to talk about and write about. Here's why:

Nine-year-old nephew fell through hole in barn mow floor and broke his arm at the elbow.

Boy, 14 years old, living a few miles down the road, was killed when tractor turned over in ditch.

Girl, 10 years old, living near Ames, was nearly killed when run over by tractor driven by 13-year-old boy. Her condition critical.

Little boy, age 4, drowned in stock tank near Webster City.

Woman living near Jewell badly scalded when glass canning jars in oven exploded.

That was just one week end in one neighborhood. If you are wondering what to write about on these hot summer days, take a minute to think about farm safety.

How many stock tank drownings will your county have this year? How many tractor accidents? How many falls from broken ladders? How many heat prostrations? The list is endless. The story you write this week could save a life even though you'll never know it.

In the Packet...

Another in a series of mats by Dr. Bartlett is in this week's packet for all farm advisers. The title: "Marketing Quotas Encourage Inefficiency."

7/13/50





Extension Editorial Office University of Illinois College of Agriculture

More on Potassium Tests...

Fulton county's hard-working J. E. Watt recently wrote us a letter and pulled our ears. For one thing, he said that we had put out a story on the new plant tissue test for potassium but that farm advisers had never received the complete report.

He was right. It was a case of "we thought John was going to do it." Anyway, the article on the plant tissue test had appeared in the January issue of BETTER CROPS WITH PLANT FOOD. A reprint of the article is included in this week's packet for every farm adviser.

Legumes for Soil Building...

By this time you should have received a copy of the bright new bulletin, "Soil Building With Legumes." The number is Bulletin 539. The publication is an excellent summary of much of our research with legumes as the number 1 soil builder available to the farmer. There's a suggested fill-in story in this week's packet for your use in calling the bulletin to the attention of your farmers.

He Gave a Good Talk...

Talking is still one of the most used ways of getting across ideas and information, especially in Extension. But too few of us rate the compliment, "He gave a good talk." Maybe we take talking too much for granted. At any rate, we got something out of reading the short USDA pamphlet called, "TALKS--a Guide to More Effective Speaking." If you haven't read your copy, it would be worth the 10 minutes it takes. A copy was sent to you in the regular extension mailing a short while ago.

Your Views on Bartlett Charts...

For the past 3 years Dr. Bartlett has been preparing pictorial charts and graphs on a variety of economic information. You farm advisers have been getting a copy of the monthly charts for your publications.

Now Dr. Bartlett has asked for our ideas and opinions on how the service can be improved. We also are getting the ideas of a number of other people here on the staff.

The best ideas and opinions, however, should come from you people. Some of you have indicated that you use the mats. Some of you don't. If you do use them, what do you like about them? If you don't use them, why not? How can they be made better? What's wrong with them?

Don't be afraid of hurting someone's feelings. There's no point in spending the money to put out such material unless it gets used. We would rather not bother you with a formal survey. But we would like your comments. A penny post card would be enough.

Mother Hubbard Isn't Alone...

We have a folder in the desk. It is marked, "Tips for Weekly Letter." The purpose is to slip items into it each day during the week that we think may be of interest to you people. Then when the time comes to write the weekly letter we just open the folder and start writing.

But there are times when we open the folder and nothing happens. We straighten up in the chair, square our shoulders, put our fingers on the typewriter keys--and still nothing happens. It is then that we sympathize most with Mother Hubbard.



Extension Editorial Office University of Illinois College of Agriculture

This is FARM JOURNAL Talking...

Vernon Vine is here in the office. As you may know, Vernon is one of the associate editors of FARM JOURNAL. He's been asking us questions about various and sundry things, and we thought it would be only fair to ask him some questions. To make it even easier, we're just going to turn over this week's letter and let him start talking about how Farm Journal and the other farm magazines can work closely with you county extension people in getting information to farm people.

Vernon Vine Says...

Farm magazines give you a "boarding house reach" when it comes to getting your message out to the folks you want to talk to.

These papers and magazines work through the month. You'll find them propped up on the table at meal time; you'll find them on the hassock beside the easy chair in the living room, and tacked to the cupboard door when a cake is being constructed. All of that means that when you've got something of yours in a farm publication, you're a constant visitor in many homes.

Now what sort of material do we want?

First of all, practical stuff: something farm folks can put into use right now. Maybe a handier hog feeder; maybe a new arrangement for an electric beater and mixing bowls (still thinking about cake).

Next, it ought to be something that a lot of folks can use. Speaking now just about Farm Journal, we go everywhere. We go into more than 170,000 Illinois farm homes, but we also go to 2,580,000 other farm homes from coast to coast. So we just can't be narrow.

But they raise hogs nearly everyplace, and chickens, cows, corn, wheat, and general crops, too. And they're baking cakes, keeping house, raising kids, and striving for better lives and better living from one end of the country to the other. So you'd be surprised how much of what's going on in your own county will interest other folks far away.

We find that folks are more interested in saving labor than in almost anything else. Then they want to cut costs, raise yields, improve quality. Those are farm terms, but they have their counterparts in the home as well. You appeal to those interests, and you've got something we want to see.

Don't get the idea that magazines are interested only in "authors." Facts are our bread and butter. If fancy words are needed, we'll supply them. Good, clear pictures help, too, but you don't need to be a professional photographer. A snapshot will help us judge your offering. We'll arrange for pictures ourselves, if necessary.

If someone in your county has done something worth while--something that other folks could benefit from knowing about--take your typewriter in your lap and tell the world about it. Send it to an editor (we hope to ours). And if you make the grade, you'll know that you've really extended extension.



Extension Editorial Office University of Illinois College of Agriculture

Easy Words--Short Sentences...

There's an article in this month's Readers' Digest worth reading twice. It's called "Shirtsleeve English." The author is Rudolf Flesch, specialist in plain writing. He wrote the book, "The Art of Plain Talk." You should read that too.

Flesch makes two main points: Easy words and short sentences make understandable writing. Understandable writing gets ideas across. Understandable talking also gets ideas across.

It's too bad, but most of us had to "learn" to make writing hard. In first grade it was easy. We wrote, "I see a dog. The dog's name is Bob. Bob is a good dog." That was easy writing. And it got the idea across.

Then we started learning how to make writing difficult. We learned about phrases, clauses and parts of speech. We learned about commas, periods, colons and semicolons. We learned about nouns, verbs, adjectives and adverbs.

Once we learned all those things, it seemed a shame not to use them. That was the start.

We also learned new words. A dog is not a dog. It is a canine creature. We do not see. We observe. A dog is not just a good dog. It is an obedient servant of mankind.

With all this knowledge, we could now write like this: "At this very moment in the steady progress of time in the twentieth century, I see before me a four-legged creature of the canine world, commonly referred to as a dog, and this one answering to the name of Bob and giving every indication that he, dog that he is, has served as an obedient and trustful servant of mankind."

It Adds Up to This...

Obviously, plain writing can be carried to the ridiculous. But it doesn't have to be. In the column on the left, the first 31 sentences average 7 words each. The longest sentence is 14 words. The shortest is 2.

The last sentence in the column is 61 words long.

The point is that all of us have the knowledge to be good writers. We learned it in the first and second grades. Not in college. It doesn't make sense to hear someone say, "I just can't write." What that person probably means is, "I can't write the way I've been misled into believing you are supposed to write."

Promotion for Outlook Meetings...

There's a lot of speculation about what the Korean war and threats of a larger war will mean to farming. Events during the next few weeks may further complicate the picture. Uncertainties are going to increase. All of this means that the annual fall outlook meetings are going to be of top importance to all farm families.

We've been asked to help make promotion suggestions from this end. Lyman Noordhoff is handling the details. This year we will vary the procedure. There is a small packet of special promotion materials in this week's packet. Its purpose is to help you get the first announcements in your newspapers and county publications. Then we will keep material coming to you during the next 4 to 6 weeks, trying to key it to international developments. Last year there was agreement that the best meetings were those that were well promoted.



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Whiteside Prints Its Best Paper...

Whiteside County Farm Adviser Frank Shuman reports that the July issue of the county Farm Bureau News was the best ever published up there. It contained four special features. Frank was most proud of the layout showing the new Farm Bureau building and the story inviting the public to attend the dedication ceremony on July 28. More than 1,200 people attended this ceremony, and another 2,500 inspected the new building at the open house on July 22 and 23. Whiteside county farmers are educated to receive good information from the extension office, and get it.

The second feature in the July issue, Frank says, included a picture showing a field which had eroded badly as a result of a three-inch rain, with a man trying to walk through eight inches of topsoil. Third feature was a picture of a huge "N" in an oat field showing how hungry for nitrogen the crop really was.

Fourth feature was the story of Otis Kissel. Otis had 20 acres of land that wouldn't grow white beans. After he applied five tons of limestone, 1,000 pounds of rock phosphate and 400 pounds of straight potash, the alfalfa grew hip-high. Otis was one of the first farmers up there to have his soil tested.

Home Advisers, Attention...

Have homemakers in your county expressed their desire for rayon standards and labels? Here is a chance for them to make their voices effective.

The American Standards Association has developed standards and labels for rayon. Consumer interest is necessary before these standards will be adopted. The ASA rayon committee will vote on adoption of these standards by August 28.

Why don't you contact your local women and other groups about rayon standards and labels? In this week's packet is a story which tells what they can do to help. Also, you may want to call your local editor's attention to this story.

State Fair Is Here...

This is the starting week of State Fair and, as is our usual custom, members of our staff will be on hand at the fairgrounds to help increase the coverage of the Junior Department show and to bring the story of the fair to Illinois farm people over the air waves. Jack Murray and Jessie Heathman will broadcast their regular radio programs over Radio Station WILL each day of the fair. Jessie's home economics programs are from 9 to 9:30 a.m. and 1 to 1:15 p.m. from the fairgrounds. All times are Daylight Saving. Bob Jarnagin will be giving special coverage to the Junior Department activities. If we can give you special service there, please ask.

Recordings at State Fair...

While you're packing your suitcase for State Fair, it might be a good idea to toss in two or three reels of recording tape.

As you know, interviews with 4-H exhibitors and other fair visitors from your county make good local listening.

Radio headquarters for the Junior Fair will be 301 Junior Home Economics building. We'll have an extra tape recorder there for you to use.

8-9-50



Extension Editorial Office University of Illinois College of Agriculture

For Our Information...

Even though you may not think so, some of us in the office try to review regularly the informational material coming into the office from you folks in the county.

Some of you send your county farm and home bureau publications. Some of you send copies of the news services to your newspapers. Some of you send both. But some of you seem to have crossed us off the list completely.

If it is convenient, we certainly would like to be added to your mailing list for your county publications and your news and radio services. The best procedure is to address the material to the Extension Editorial Office, 330 Mumford Hall, Urbana.

By reviewing the kind of informational material you people are using,we can get better ideas of the kind of service you need from this end. If you have a regular weekly news service to four newspapers in your county, just add our name to the bottom of the list.

Then if you are putting out something special some week you might call our attention to it in a postcard so we won't miss it. We can't promise to cover the material from 100 counties each week.

Sources of Outlook Information...

The other day we happened to run across a study made several years ago by M. L. Mosher on where farmers got their outlook information. We were not too surprised to see that the largest number mentioned farm papers. This is a subtle way of saying we hope you can make good use of the information materials on the fall livestock outlook meetings.

A Belated Introduction...

From time to time some of you will receive letters signed "Shirley Newman, Editorial Assistant."

Shirley joined the staff a little while ago to take the place of Helen Chamberlain, who insisted that she would rather keep house for her husband, who has a new job in Chicago, than work in the editorial office here.

Workshops on Information Methods...

For three years we have talked much about our desire to spend some time in the field in mutual discussions with you people on information problems. With the new district arrangements, we hope such meetings will be possible this fall or winter.

When we reach the actual planning stage, we will need to know the type of workshop that would be most helpful to you. Here are some questions we have:

1. Would you like to spend some time on pointers for actually writing news and feature stories?
2. Or is your problem one of figuring out how to organize the over-all information program?
3. Would it be helpful to spend some time on make-up, layout and editorial content of your farm bureau publications?
4. Should we actually go out on the farm or in the home and get the facts and figures for a news story and then come back and write it up together?
5. How many of you would like to spend one day on news and one day on radio?

There are a lot of other questions,but somehow we suspect that not more than 200 of you will give us your opinions by return mail.

8/17/50



Extension Editorial Office University of Illinois College of Agriculture

Promote Outlook Meetings...

This is just another reminder to you who have livestock outlook meetings scheduled for September 10 to 20. It's getting late now to start promoting attendance at the meeting if it is only about two weeks away. You'll probably want to drag out the promotion packet which we sent out about August 10 and use it now. Those of you who have outlook meetings after September 20 might start your promotion campaign about September 1. We'll be sending out a couple of state-wide stories in our regular mimeo services soon, too.

Questions on Use of Radio...

The final report on the North Central States Radio Survey is in the mill and should be issued by USDA about January 1.

A preview shows these eight questions leading the list of those asked by extension workers about the use of radio:

1. How can I do a better job of selecting subject-matter?
2. How can I reach more people?
3. How can I get more people to participate?
4. How useful is radio in teaching skills?
5. What time of day is best to reach my desired audience?
6. How can I "sell" my radio station on providing time for regular extension broadcasts?
7. Would my programs be useful on out-of-county stations?
8. What is state policy regarding sponsored programs?

That gives us some good ammunition for future discussion in this column. If you have answers to these questions, let us know.

Farmhouse Mats...

We hope you have taken a good look at the two newspaper mats on farmhouse plans which we sent to you in the weekly packets recently. We also hope you have been able to make the best use of them by getting them printed in your local newspapers, as well as in your county farm bureau publications.

We do not know for sure what kind of mat will be most popular with your local newspaper editors, nor do we know for sure how large they should be to have the widest acceptance. This is where you can help us.

In an effort to find out which size and type of mats will be used the most and be most readily accepted by the editors, we have been varying the size and layout and will continue to do so. We have an idea which are the best, but we'd like to give the papers what they want, if possible, even if they aren't what we think might be best. For instance, the mat to be sent to you within the next couple of weeks will have the printed explanation included on it. It will also be three columns wide instead of two.

We would like to know what the reaction of your editors is to these various type mats. Do they like the copy included on the mat? Do they prefer one-, two-, or three-column mats? Would they like to have halftone engravings instead of line drawings? If there is some reason that you are having trouble getting the editor to accept these mats, we'd like to know about it. We can have them made any way they prefer. The important thing is to get them printed.

8/24/50



Extension Editorial Office University of Illinois College of Agriculture

Adams and Wilson Say This...

It's still August. And maybe we just don't get excited about things in August. But we must admit that the response to our inquiry about your interest in "information workshops" has not been staggering. (See It Says Here for Aug. 17).

Specifically, we have had two replies. The first was from one of the best home advisers in the state--McDonough county's Hazel Adams. She says, "Please do include a day on news and radio during district meetings." And she checked yes on all but one of the items we mentioned.

The second was from friend Paul Wilson. Here's what Paul says:

"This is not by return mail but would like to let you know what I think we need help on.

"Our biggest problem is how to organize an over-all information program--one that we can carry out with all our various duties.

"Then, we all need some help on the make-up, and layout of the editorial content of our official publication, and some pointers in actually writing news stories.

"Where we don't use the radio much as yet, I feel that one day spent on radio will be profitable."

If we don't hear from anyone else, we will assume Hazel and Paul speak for all of you.

Editors Like to Be Asked...

On short notice we invited 25 or 30 poultry and farm editors to attend Poultry Day here last week. Only 5 or 6 came, but we received letters from 8 or 10 others saying they were sorry they couldn't come. Moral? Editors like to

Editorial Cowpunchers in Texas...

Bright, if not so early, Saturday morning five tired and haggard editorial slaves will climb aboard a Ford bronco and head for the plains of Texas. The purpose will be to attend the annual meeting of the American Association of Agricultural College Editors. Making the trip will be Bob Jarnagin, Lyman Noordhoff, Jessie Heathman and myself from this office and Margery Suhre from the publications office.

Left in command here will be Jack Murray and Claire Ciha.

Avoid First-Person Reporting...

The other day a newspaper editor told me that his major criticism of the news releases furnished by his county farm adviser was that they were written in first person. This meant that they either had to be rewritten or carry a by-line. Most editors don't want to by-line two or three stories in one issue.

The best way to handle the situation is to assume that you are reporter Jones writing a story from material supplied by farm adviser Jones.

Instead of saying, "I recommend so and so," say "Farm Adviser Jones (your name) recommends so and so."

Personalized editorial material should be confined to a personal column or an editorial page.

Farm Journal Covers...

The September Farm Journal cover features a Champaign county 4-H boy and his admiring sister. The picture was taken in the livestock pavilion. (See It Says Here for June 1).



Extension Editorial Office University of Illinois College of Agriculture

Off to Texas...

From Poplar Bluff, Missouri, comes a post card with this hastily scribbled message: "350 miles on the way. Cloudy, rain, etc. Nice tourist courts. Good dinner. No news." HR.

That's as much as we know at the moment of the whereabouts of our wandering editorial crew.

As you know, they're headed for Mo-Ranch, Texas, and the agricultural college editors' meeting. More about that meeting later.

Policy on Sponsored Radio Programs...

Time before last we reported that one of the questions most frequently asked by extension workers in the North Central States Radio Survey was, "What is state policy regarding sponsored programs?"

There seems to be no iron-clad rule. But W. G. Kammlade gives this opinion: There is no objection to an extension worker appearing on a sponsored program so long as he does not in any way imply that he, the extension service, or the College of Agriculture, indorses the sponsor's product or service.

Those of you who are broadcasting may find a definite trend toward sponsored farm and home programs.

Station people explain that competition forces them to squeeze advertising dollars out of peak listening times. Unfortunately, some farm and home advisers may have to choose between appearing on sponsored programs and broadcasting at less desirable times.

The policy outlined above should be useful if you have to make such a decision.

More on Farmhouse Mats...

First reply to our query on preference of size and layout of farmhouse mats comes from Farm Adviser Paul Wilson, Saline county.

Paul says, "The two-column mat is the most popular size in our area. It's large enough to show detail. Don't make them any bigger, ever for our farm bureau publication.

"Half-tone engravings would probably look a little better than the line drawings. But the main thing is to use the style most effective in getting a particular bit of information before the public. This will vary with the subject."

Do you agree with Paul on size of mats? What do your editors prefer?

There's a three-column mat in this week's packet. You will note that it includes both drawings and printed material.

We'd like to have your reaction to this mat, both as to size and layout. If you think it's too large, we'll make the next mats smaller. If you don't like the printed material on the mat, we'll leave it off. The main thing is to let us know so we can order the kind you like best.

Soft Corn Danger...

By the time you receive this, a special meeting will have been held to determine what steps are needed to help meet a possible soft corn emergency.

Our job is to review informational materials already available and help outline needed additional materials.

Tentative plans call for a packet of mats, stories, posters, circulars and other promotional materials.



Extension Editorial Office University of Illinois College of Agriculture

Editorial Entries Rank Second in Nation..

They were kind to us in Texas. Thirty-five states entered competitive editorial exhibits in the fields of publications, press, radio and visual aids. These examples of editorial production were judged by selected committees in the various fields. The top entries in each classification were rated either Excellent or Good, 5 points being given for the Excellent rating and 3 points for the Good.

When the final results were announced at the Texas meeting last week, Illinois was in second place with 56 points--only 2 points behind sweepstakes winner Cornell, which had 58 points.

In the publications section, the entries from the office of Miss Anna Glover and her staff walked away with top rating followed by Cornell and Iowa State. Three of the publications rated Excellent and two rated Good. Only one other state, North Carolina, had three publications rated Excellent.

In the press section, Illinois was tied with Massachusetts and North Carolina for top place. Excellent ratings were given to our news service to newspapers and published picture story. Good ratings were given our news aids to farm and home advisers and the news column written by a farm adviser (Ray Nicholas).

Out of four entries in the radio section, we received ratings of Good on both the news service to stations and the transcription service to stations.

But in the entries on visual aids we took a beating. Out of 6 entries in this section, we received only one Excellent and one Good rating. We scored a total of 8 points, while Cornell scored 18 in the same section.

Editors Pick Illinois for '51 Meeting...

The American Association of Agricultural College Editors voted to hold the 1951 annual meeting on the campus here at the University of Illinois. Wisconsin, South Carolina and Oklahoma had also issued invitations for the '51 meeting. We consider it a privilege to be hosts to this group next year.

3-Column Mats Too Big...

First reaction to the 3-column housing mat was expressed by Iroquois County's Kenneth Imig. Kenny writes, "The 3-column mats are entirely too large for our use. We would prefer the 2-column and we would just as soon not have the printed material on the mat. At least if it is on the mat, put it at the bottom so that it can be cut out and reprinted as desired."

For future guidance, we would like to have reactions from the rest of you.

Dairy Day Special Edition...

A smart newspaper editor will take advantage of a special county event to issue a special edition of his newspaper. The result is increased advertising sales and increased interest on the part of the readers. Hamilton County Farm Adviser Francis Kittinger has written for some dairy promotion material to help his weekly newspaper put out an extra Dairy Day Edition as part of the county-wide Dairy Day in the county September 29.

9-14-50
HR:ss



Extension Editorial Office University of Illinois College of Agriculture

Farm Advertising Tie-In...

A while back we mentioned that most editors would not object to having you point out opportunities for increasing their farm advertising. Special farm editions are one way to increase farm advertising revenue. A good regular farm page in the paper is another way. A number of editors who have started farm pages have told us they were frankly surprised at the interest in farm news and the way in which it increased their farm advertising.

This week Pulaski-Alexander's alert Les Broom sent additional proof of what we've been saying. It was the Wednesday issue of the Cairo Evening Citizen. And it contained not one, but two full-page farm spreads which are regular features of the paper. The pages carried an excellent variety of farm and home news stories prepared by Les and Home Adviser Mary Butler. Les had stories on soil-testing, his all-day farm tour, legume-grass silage, legumes for nitrogen production, the value of sweet clover and so on.

The next thing that caught our attention was the way the farm advertisers had tied into Les's educational program. The companies promoted their own products,to be sure. But every ad carried a plug for some better farming method. The Massey-Harris ad said, "Green cover crops in the winter mean year-round income."

The Minneapolis-Moline ad said, "Save on feed costs with good legume-grass pastures."

The ad for French's Garage read,"Produce pork more economically with a good ladino pasture." From Allis-Chalmers came this message, "Use your power more evenly by farming on the contour."

In all there were 11 ads on the two pages, and every one promoted better farming. With this kind of setup everyone gains--the editor, the advertiser and the Extension Service which is selling better farming for better living.

The Friendly Postcard...

Les Broom used a penny postcard to tell us about the farm news and advertising job being done by the Citizen and said he was sending a copy--which he did.

It started us thinking. We were just as glad to get Les's message via a postcard as we would have been had he written a long, formal letter. And we knew he saved time.

The moral? If you don't have time to write a letter to your editors--or to us--a postcard will do as well.

Favor 2-Column Mats...

More votes have come in favoring the 2-column mat over the 3-column size. Truman May, Floyd Smith and Paul Krows all say 2-column, and they would prefer that the copy be separate from the illustration.

Fire Prevention Week...

Enclosed in this week's packet is a set of information material on Fire Prevention Week, October 8-14. The material was prepared by the National Fire Protection Association, and we think it's pretty good stuff. You can adapt it to conditions in your county.

9/21/50



Extension Editorial Office University of Illinois College of Agriculture

Returns From Friendly Postcards...

Last week we mentioned the convenience of the friendly postcard. We don't know that it was because of that mention, but this week we received two welcome messages via the postcard route. Both said in effect "Let's keep mats to the two-column size and leave off the printing." The writers were John McCue in Edwards county and Andy Harris in Marshall-Putnam.

Another Last Week Follow-Up...

One of the "advance" stories on the Cairo Evening Citizen farm page, mentioned last week, was on Les Broom's all-day farm tour. This week Les sent us a 3-column account of the tour written by the editor who was invited to attend. Here's the way the editor starts out:

"Is my head whirling with farm facts; fescue, alfalfa, lespedeza, soil testing, dairy herds and soil diagnosis are all jumping up and demanding, and are entitled to, front page coverage, as are many other agricultural subjects. And it all came about because I fell for Les Broom's invitation to accompany him and his group on an all-day farm tour held in Pulaski county Friday."

Same Grass but Different Pasture...

Ken Goodrich and Dean Mayberry, who have been working as half-time editorial assistants on the staff while taking graduate work, have become full-time editors in other states. Ken has gone to Massachusetts as assistant extension editor, and Dean goes to Ohio State in the same position.

Meet the New Assistants...

Moving into the office this month as half-time assistants are Anna Retzer and Bill Mason. Anna will lend a hand with the home economics editorial chores while taking graduate work in the department of home economics. Bill is entering college as a freshman but has had a number of years of farm radio experience on commercial stations. He will work with Jack Murray on farm radio.

Another in Bartlett Mat Series...

Another of Professor Bartlett's pictorial charts on economic problems is in this week's packet for farm advisers. This one is titled "Consumption of Milk: 10 Illinois Cities."

This is the last in the series of charts in this form. Starting next month the charts will be designed and laid out by the University's art department, and we think they will have more spice and punch.

Successful Outlook Meeting...

Space last week did not permit mention of the proud fact that three of us in the office managed to break the desk chains long enough to take in Arnold Rowand's Ford county outlook meeting. Arnold had written a special letter of invitation to see if we would practice what we preach. Jack Murray and Lyman Noordhoff also attended, along with an information specialist from Germany and one from Sweden. A jackpot crew, so to speak. Have seen much good publicity on the outlook meetings.

9-28-50



Extension Editorial Office University of Illinois College of Agriculture

Postcard from Wicklein...

One more vote via the postcard route for 2-column mats comes from Wabash county's Andy Wicklein. Orin Hertz wrote that he favored the 2-column mats too. So far the vote for the 2-column size is unanimous. We feel the same way.

"Down to Earth" Bob Slayton...

Sometime ago Mason county's Bob Slayton joined the ranks of column writers. We just came across a recent column of his in the September 29 issue of the Mason County Democrat. Bob calls his column "Down to Earth,"and it is just that. The piece contains an excellent mixture of spot announcements of things to come, personal observations, common-sense suggestions, a little philosophy and timely subject-matter information. Our only suggestion would be that he break up his items with little side heads or at least separate the paragraphs with dashes or stars.

Bob's column appears as a part of the Mason County Farm Bureau page in the paper. The whole page is a good job of farm news reporting. While the county farm bureau officers and directors are listed, Bob and his staff are listed under a separate heading which reads: "EXTENSION SERVICE STAFF, Farm Bureau cooperating."

Farm News in the Mascoutah Herald...

Add the St. Clair County's Mascoutah Herald to the growing list of newspapers with excellent farm news coverage. Our copy came from Farm Adviser Charles Glover, and he now has our thanks.
10/3/50

The Danger of Soft Corn...

The warm, drying weather of the past week or so has lessened the danger of soft corn. Not all corn is past the danger stage, though. For that reason, Lyman Noordhoff and Jack Murray have worked up some special information material on the possibilities for handling soft corn. It will be sent out this week to selected counties in central and northern Illinois.

Soft Wheat Posters Being Mailed...

The printer has finally delivered the copies of the wall poster on the 6-Point Soft Wheat Improvement Program. Nine copies of this poster are being mailed out this week to the counties in the soft wheat producing areas of southern Illinois. Farm advisers who receive them will want to distribute them to the key outlets in the county--elevators, feed, seed and fertilizer stores, banks, implement dealers and so on. The extension agronomists are sending single copies to the members of the millers' organization.

For Better International Relations...

Champaign county's Mrs. A. U. Thor is one of many who firmly believes that good international relations start at home. The September issue of her Home Bureau Bulletin was devoted exclusively to the reprinting of letters which members of her home bureau have received from women in other countries. This special "international relations" issue of her publication was tied in with the Triennial meeting of the Associated Country Women of the World.





Extension Editorial Office University of Illinois College of Agriculture

Mees Brand of Editorial Sunshine...

Normally Mondays are not our best days. There are a number of reasons. For one thing, the sun never seems to shine very brightly. But today was different. The late mail brought a special package of gloom dispeller from Randolph county's Carl Mees. The accompanying letter started out...

"Enclosed are pages from the Chester Herald Tribune and the Steeleville Ledger showing the publicity used for the Farm Bureau Farm Management Service sign-up. Something paid off on this sign-up for our quota was 41 and we now have 47 signed. Probably will get a few more."

The enclosed pages from those papers were obvious evidence of the promotion push Carl had put behind the sign-up program.

But there was more to Carl's letter which helped us forget the trials of Monday. He said...

"We have a page of extension farm and home news every week in the Chester Herald Tribune and the Red Bud Pilgrim. People in those communities really like it.... It took me a long time to really become convinced that this would pay off but now there is no doubt in my mind that it does. A few minutes a week spent on information is time well spent."

This is a very fine day indeed.

The Questions Asked...

Noticed W. E. Myers' regular page of "Farm News and Comments...As I See It" in the September issue of the MaconCounty Farmers' Outlook. The page was devoted to the good technique of discussing the farm questions most frequently asked during the preceding week.

10/12/50

More From Macon...

In the same issue of the Outlook was the announcement of a new radio program by Assistant Farm Adviser John W. Curry. John will broadcast "For and About Your County" on Station WDZ every Tuesday and Thursday at 6:45 a.m.

Same issue--an excellent picture spread of the legume-grass field day, attended by 400 farmers. The page featured before and after pictures of grass waterway construction. Very good.

Bouquet to Bond County...

Bond county's Farm Adviser George D. Perisho and Home Adviser Mrs. Nina Bruns get this week's coordinated bouquet for excellent farm and home news reporting in the Bond County Farm Bureau News.

The publication is a 4-column tabloid newspaper. The front page of the September issue featured six top items. Story number one was a follow-up on the Dixon Springs tour coupled with an advance on the county pasture demonstration. Story two was the kick-off on the soft wheat improvement program. The promotion mat layout on the Farm Bureau Farm Management Service was featured in the top middle of the page, and there was a story to go with it. George started his farm column on this first page, and there was a box listing coming events. That's a front page worth reading.

Mrs. Bruns had eight or nine sharp stories on her home bureau page along with a box featuring the October events.

Page four featured local before-and-after pictures of farmhouse remodeling as part of the follow-up story on the housing tour.

Page five was devoted to 4-H and Rural Youth work in the county.



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Visualization by Shuman

Once in a while we see a farm picture that packs a tremendous educational punch. There are not too many of them. Two of the best we have ever seen appeared recently in one issue of the Whiteside County Farm Bureau News, planned and produced by visualizer Frank Shuman and his assistant George Johnson.

The first was a picture of a gigantic, living, growing letter "N" on a hillside in Whiteside county. The caption for the picture reads, "Nitrogen Spells Out Its Need." The cutline reads, "Spectacular, but not to be misunderstood." Here is the story of the picture:

Last spring, just as the new oat crop was coming through the ground, Frank and George applied 33 percent ammonium nitrate at the rate of 100 pounds per acre in the shape of a giant "N" on the hillside oat field. Within five days the difference could be seen. Throughout the growing season the nitrated "N" stood out like a billboard to anyone driving along the highway next to the field. At harvest time, the oats in the nitrated "N" yielded 50 bushels per acre, while the rest of the field was hardly worth harvesting.

In telling the story, Frank and George drive home the point that while the picture tells a graphic story of the soil's need for nitrogen, it does not mean that chemical nitrogen alone is the answer. Rather it means that the soil needs a rotation rich in legumes to build up both nitrogen and organic material.

The second picture shows a man walking in mud halfway up to his knees in a corner of a field where the topsoil had been washed down by a heavy rain. The cutlines for this picture read, "Topsoil deposited at the bottom of the hill makes walking tough, but makes 'making a living' a lot tougher."

A few words and a picture can tell a terrific story.

Need for Radio Training Schools...

Darl Fike recently wrote Supervisor W. D. Murphy and among other things said this: "I believe we are missing a good bet by not having more training in putting on good radio programs. There is a great demand in this area for us on the radio, and naturally the good programs build up and get a good listening audience."

We agree, and the big problem is to find the manpower and time to conduct such training schools--and do a creditable job of it.

A Family Cow Story...

From Christian county Cliff Love sent us the makings for quite a story about a high producing dairy cow in a high producing dairy herd in his county. Cliff had done some figuring on how many square feet of bread could be spread with the butterfat production of the one cow in one year.

Heard From...

...Lee county's Jim Somers,who says he prefers the 2-column educational mats rather than the 3-column...Pulaski-Alexander's Les Broom, who sent along a drawing to show how his hat fit after two consecutive mentions in "It Says Here..." ...Madison county's T. W. May, who sent along a clipping from the Highland Journal which ran a topnotch report of the pasture improvement tour.

10/19/50

(COPY)

COOPERATIVE EXTENSION WORK
IN
AGRICULTURE AND HOME ECONOMICS
State of Ohio

College of Agriculture of the Ohio State University and the United States Department of Agriculture Cooperating

Agricultural Extension Service

Office of Information and Educational Aids

Columbus 10, Ohio

October 19, 1950

Dear Extension Staff Members:

When it comes to hiring Extension reporters, we're dismal failures!

Despite all our efforts, all we can find are just plain human beings, with only one head, two legs, and two arms. And such people just aren't good enough to do the job the director says we ought to do.

Sure, we have some Extension reporters, pretty good ones at that, we think. But every time we put the pressure on for more stories about "Extension in Action," they tell us Ohio is a big state.

But let's suppose we did have reporters of Superman stature -- complete with wings for zooming across the counties in a matter of seconds. Here's what would happen when such a reporter parked his jet on your doorstep:

He'd ask you about Extension participation in, sponsorship, or providing leadership for community activities, programs, and campaigns.

Next, he'd want to know about your activities, in civic, fraternal, business, and community organizations -- and what honors and recognitions you might have received.

Then, he'd bring up the subject of "success" stories about people with whom Extension has worked and who work with Extension. He'd want to point up the relationship of these people to Extension, and how the association has been of mutual benefit. He'd remind you, too, that "success" is measured in many different ways by people -- financial, happiness, satisfaction, service to others, and security, to name a few.

These conversations would next lead you to talking about, and pulling out pictures, on the interesting things farmers, homemakers, and 4-H youths are doing in connection with Extension programs.

If your county was one of the many so-called urban areas, he'd be bound to ask what steps Extension was taking to reach the folks in the city, and whether the urban folks were learning about Extension.

If you got to talking about yourself too much, this fearless reporter would ask if you were doing this big job all alone -- what about the 4-H advisors, county advisory council members, cooperating demonstrators, etc. He'd ask you to give him some ideas on stories about this vast group of folks upon whom Extension depends so much.

Because our reporter would be working for Extension, he would ask about new successful techniques and methods you had developed for spreading the effectiveness of Extension teaching... and would proceed to write these up so other staff members might benefit.

Then, while he was sitting talking with you, this reporter would be sizing you up as a human being...he'd search for some human interest material about you that would prove to others that you, yourself, are a pretty fine individual.

And before he left town, he'd stop and look through the local newspaper files to find out what might have been written about Extension activities and note, too, any editorial comments about Extension he might find.

Now, we'll admit that it probably would be quite a nuisance to have Superman reporters like this popping in and out everyday. Before long, you'd start writing about all these things, yourself. Many of the stories you'd find mighty handy to round out your newspaper column and good "talk" pieces for your radio broadcasts.

To keep the people in the state office happy, you'd have your secretary make an extra copy for them. They, too, would be happy and wouldn't bother you about Extension stories. When you got a story on which you needed some extra help, a letter or call to Columbus would get one of the state reporters on his way to you.

Well, that's what we've been thinking about -- and we hope you've been doing the same. Starting right now, the expanded version of the Extension Service News needs copy and pictures -- and needs a regular flow. Let's see if we can out-super Superman! Let's report "Extension in Action!"

Sincerely,

(S) Francis C. Byrnes

Francis C. Byrnes
Agricultural Editor



Extension Editorial Office University of Illinois College of Agriculture

McHenry Farmers Read the Papers...

Lyman Noordhoff was in McHenry county the other day and brought home a copy of the Woodstock Daily Sentinel. The issue contained Bill Tammeus's regular column, and from it we picked up this interesting information.

Bill recently surveyed a group of farmers to find out several things: First, what problems the farmers thought should be stressed next year. Second, where and how the farmers liked to get their information.

The six most popular topics listed by the farmers were (1) soil management, (2) pasture improvement, (3) dairy feeding and management, (4) weed control, (5) economic outlook, and (6) grass silage.

Here is the order in which the farmers said they would like to receive the information on those topics: (1) newspaper articles, (2) small group meetings, (3) general county meetings, (4) farm adviser farm visits, and (5) office calls.

Says Bill, "So now I know how to spend my time this next year."

If any of the rest of you have conducted similar surveys among your farmers or homemakers, we surely would like to see the results. Pick 100 names at random from your mailing list, and send out a return post-card asking the sample to let you know how they would like to receive new and important information.

4-H Mats in the Packet...

There are two mats in this week's packet to farm advisers designed to help promote 4-H Achievement Week, which starts November 4. The mats were prepared by the National 4-H Club Committee, and the supply was limited to one copy of each

Douglas County Consolidates...

Here are two brief letters which speak for themselves. And we'll let them do just that. The first is to us from Douglas county Farm Adviser E. C. Scheidenhelm, and he quotes a letter he received from E. E. Dilliner, publisher of the Newman Independent.

"About two weeks ago I developed, in cooperation with the Home Adviser and Youth Assistant, a system of sending out a 'one package' mailing of information to our county weekly papers on each Friday afternoon. I thought you would be interested in the letter I received from one of these papers:

"Dear Mr. Scheidenhelm:

"I feel I must stop a moment to compliment you upon your improved handling of press releases. Your policy of submitting it in 'package' form and the earlier release date definitely is a step toward better press relations."

Bell-Ringing Kenneth Flake...

Henry county's Kenny Flake rings the bell about every week with his excellent news service to newspapers and radio stations. This week, though, he rang it extra-hard with a special letter to his newspaper and radio editors. Here's the way he starts out:

"We appreciate very much the cooperation you have given us with our educational activities for rural people in Henry county."

Then Kenny goes on to tell about the special county 4-H camp fund-raising campaign slated for November 9-30. He calls attention to the special story and sends along a copy of the printed folder explaining the camping program.



Extension Editorial Office University of Illinois College of Agriculture

Recognition of 4-H Leaders...

By this time you should have received the special letter from the 4-H Club staff on plans for the 4-H Leaders' Recognition Day and Banquet November 21 in Springfield.

In our book, recognition of 4-H leaders is one of the most important considerations in expanding and improving 4-H work in the state. The special day and banquet in Springfield is an excellent peg for recognizing all of your leaders in the county.

In this week's packet is a special kit of materials designed to help you publicly express appreciation for the contributions of your leaders.

Youth editor Bob Jarnagin has prepared a set of special stories on 4-H leader recognition in general and on the Springfield Recognition Day in particular.

Radio editor Jack Murray has outlined the plans for scheduling and handling tape recordings with the leaders from your county who will attend the Springfield event.

You'll notice that Jack has asked you to return a form telling whether or not you will want to make tape recordings and how many recordings you will need. We need to have this information in our hands just as soon as possible.

New Bartlett Chart in Packet...

Also in this week's packet--to farm advisers--is another in the series of pictorial charts by R. W. Bartlett. This is the first of a new series, and we think it is an improvement in design and layout over the old. The subject is "income taxes paid by cooperatives."

McLeansboro Dairy Promotion...

"'Better than ever.' That's what the folks who attended the third annual Dairy Day on the public square at McLeansboro last Friday said as they left at the end of a busy and interesting day."

That was the lead on the double-column front-page story which appeared in the October 5 issue of The Times-Leader, McLeansboro daily paper. Also featured on the front page was a 4-column picture showing the crowd and the dairy cattle ring.

The annual Dairy Day has become a cooperative feature in Hamilton county. The Times-Leader is squarely behind it, and so are all the merchants in McLeansboro. There is a growing awareness that dairy improvement is an important step toward better farming and better living in the area. Everyone will benefit.

Educational Advertising Tie-Ins...

A recent issue of The Stark County News carried a good example of educational advertising tie-ins with a worth-while program. Editor Robert Nowlan solicited the cooperation of his advertising clients to support Fire Prevention Week. He featured fire prevention in his editorial columns, and the merchants featured the same problem in their ads.

C. F. Bayles Writes...

In response to several of our questions, Adviser C. F. Bayles writes: (1) continue Bartlett charts, (2) need workshop on editorial work, (3) could use help on news writing, (4) continue mats, but keep them 2-column size.





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Mary Husted Lets Them Know...

If home economics extension work and home bureau activities are not the best known women's activities in Warren county, it isn't Home Adviser Mary Husted's fault. She has a county information program set in high gear to let the people know about the work and activities of her organization.

The proof can be found in any issue of the county papers. Earlier this year the Monmouth Daily Review Atlas featured the home bureau tea as the "Salute of the Week." There were numerous stories in the editorial columns, and every advertisement carried a statement saluting the work of the home bureau.

The same kind of cooperation comes from The Rock Island Argus, which makes liberal use of pictures in telling the home economics extension story. The Galesburg Register Mail, with much circulation in Warren county, also features the activities of the women in the county.

Recordings at Junior Feeding Contest...

Bill Mason, who is helping out in farm radio, will be covering the Junior Feeding Contest with the tape recorder at the International on November 24 and 25.

Bill's job will be to pick up interviews with 4-H exhibitors for the ILLINOIS FARM HOUR. He'll also be available to record programs with your county exhibitors.

If you want to record a program, just bring or send a tape with one of your club members. We'd prefer that you do the interview. But if you won't be there, Bill will be glad to handle it.

Might be a good idea to let us know if you want a recording. Then Bill can work out his schedule. If you decide at the last minute, Eddie Pilchard or Ollie Gaebe can put you in touch with Bill.

Assistant Farm Adviser Roy Will of DeKalb county has already made arrangements to record.

Jack Murray is planning a similar arrangement to get interviews with Illinois delegates to 4-H Club Congress.

Promotion for Record-Keeping...

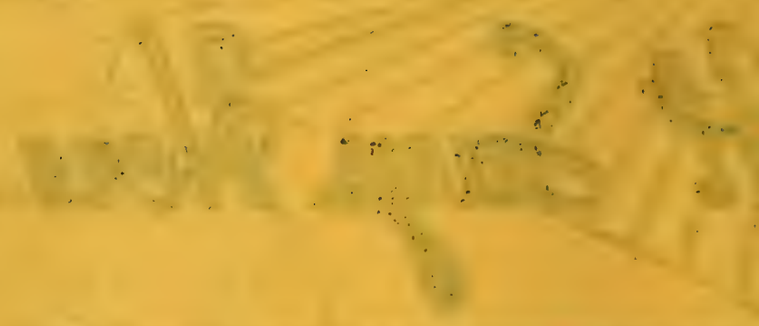
There's a story and a 1-column mat in this week's packet aimed at helping you call attention to the "Illinois Farm Record Book." Specialist George Whitman and Lyman Noordhoff of this office have some other irons in the fire to promote the record book and record-keeping in general. One or two more mats are on the way.

Profile of Editorial Superman...

Ohio's agricultural editor Frank Burns writes a weekly letter to extension staff members on various aspects of information work. Recently he discussed the attributes of an editorial superman. We thought it was pretty good. So we reproduced it, and a copy is attached. It's worth reading, so we'll stop right here.

11/9/50







Extension Editorial Office University of Illinois College of Agriculture

The Business of Writing...

We've never considered this letter as a printed soapbox from which we could shout the joys and virtues of the written word. Rather, we think of it as an exchange proposition. It's a place for you to tell your editorial beliefs and experiences. And a place for us to tell ours.

But this week the exchange cupboard is bare, so we are going to play whole hog. This is a get-some-things-off-my-chest letter about the business of writing.

Publicity vs. Information...

There is a big and real and important difference between publicity and information. If you don't know that difference, you should start getting acquainted with it.

Publicity is designed to "do good" for the person or group or service putting out the stories. Information is designed to "do good" for the people who receive the stories. Think about that a minute. In our book, a sound editorial program to build public relations should be long on information and short on publicity. Any program that is long on publicity and short on information will wind up in the editor's wastebasket.

News Stories Carry Education...

The very same information that you try to put across in your meeting, in your demonstration or through a personal visit can be put across in a news story. And you will reach more people more quickly. And the people will believe it and act on it. The same goes for radio.

Unfortunately, there are not enough who believe that is true. Too often news stories are assigned to "events." There is a mistaken feeling that something physical has to happen before a news story can be written--a meeting, a storm, an appointment. But that isn't so.

If you think farmers ought to know a good winter ration for swine, all you have to do is to sit down and write that story. You don't have to hang it on to a meeting or a demonstration to make it legitimate news. Just sit down and write it. The same thing goes for every other bit of information you think your farmers and homemakers ought to know.

News Stories Are Simple...

Whether you think so or not, a news story is the easiest kind of writing there is to do. A news story is easier to write than a speech, a sermon, a letter or an essay. It's easy because it means just doing what comes naturally.

If you have some information you want to get to your farmers or your homemakers, write that information in one sentence. That is the start of your news story. Now write a second sentence and tell them why the first one is important. Next fill in the details with the facts and figures that should go into the story. That's all there is to it, and it didn't take you four years in college to find it out.

The best way to brush up on news writing is to read the papers--twice. Read tonight's paper first to find out the news and read it a second time to see how it is written.

11/16/50





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It Says Here...

This is the week of Thanksgiving. You will read this after you have eaten your turkey or chicken or duck. But it does not make any difference. Each in his own way has personal things to be thankful for. Health, friends, homes and children.

And as a community of people we are thankful for the Four Freedoms, without which there would be little of true value.

Editorial Chores...

There is much to be crowded into a short week. Jack Murray and Bob Jarnagin will join you in Springfield Tuesday for the 4-H Leaders' Recognition Day and Banquet--to make recordings and take pictures.

On Friday Jack and Jessie Heathman leave for Chicago. Jack is on the official Club Congress press-radio coverage committee. Jessie will attend the meeting of the American College Magazine Association. Some of the rest of us will be up there later for a variety of chores. And in the next few days Jessie heads for Washington,D. C., and the Mid-century White House Conference on Children. The invitation came directly from the President.

A Report to the People...

We may have said this last year, but it bears repeating. During the next few weeks you will be slaving away on your annual reports. When it's finished, why not prepare a review story from the material and send it to all your newspapers and radio stations. Let the people know what you've been doing.

Speaking of Club Congress...

Many of you will have delegates going to the Club Congress. For many of them it will be the climax of their 4-H Club careers. You have probably already written the story about the kids who are going. But have you suggested that they take a minute during the Congress events to write a letter to their home town editors? There isn't an editor who wouldn't like to get a first-hand report of Congress activities from his home-town delegate.

Information Localized...

The other day farm management specialist J. B. Cunningham was in the office and gave Crawford county Darl Fike a pat on the back for localizing important information.

J. G. says that when Darl received the state report on custom rates, he thought it was too detailed for the needs of his farmers. So he went through the report and picked out the figures for Crawford county and had the material mimeographed in a simple 4-page folder. He kept the supply of 500 in his office, and it did not take long for callers to pick up the total supply. R. C. Wilcox,who makes up the state report, says it was the best usage of the material that he had seen.

Darl can now take a small bow.

Kane County Meeting With Editors...

Kane county has sent word that they would like to have some of us come up in January to hold an informal session with newspaper and radio people. We hope we can work it out.

11/22/50



Extension Editorial Office University of Illinois College of Agriculture

What Has Club Congress Got?...

This is being written in the hurried, hectic atmosphere of the 4-H Club Congress press headquarters. During this day (Monday), editors from every important farm and home magazine in the country will have business to do in this room. The same is true of farm and home editors of daily newspapers and radio stations. Here are some who are here:

Claude Gifford, Ray Anderson and Virginia Brown from Farm Journal. Art Page from WLS. Layne Beaty, radio farm program director from Fort Worth. Jim Gooch from Capper's Farmer. Jim Roe from Successful Farming.

There are many others, and there will be more before the week is over. From Texas, from California, from Washington and Philadelphia. There probably are few agricultural events which are so well covered by press and radio editors. Thousands of words of newspaper copy will be written. Hundreds of radio programs and recordings will be made. There will be dozens of television broadcasts.

And the question that keeps going around in my thick head is WHY? What has this affair got that attracts this nation-wide press-radio attention?

Surely it isn't the big,fancy banquets given by the award donors. The editors have seen bigger and better banquets than these. Surely it isn't the opportunity of coming to Chicago. Editors travel until they are blue in the face.

The most obvious answer is that these editors are here because the 4-H kids are here. The stories they write and the broadcasts they make are about the kids. And most often the stories are about where they are from and what they are doing back home. They are the human interest stories with the roots in the

And What Does It Mean to Us?...

If this is true--and I think it is true--it should mean something to all of us who have a part in the 4-H Club Program.

If the editors of Farm Journal, Country Gentleman, Successful Farming and the others come to Chicago to get stories about the 4-H kids, surely the editors of the local, hometown papers are even more interested in stories about the 4-H kids from home. It should not be possible for the editor of Capper's Farmer, for example, to know more about 4-H Club work than the editor of the "Hometown Gazette."

Unfortunately, not many editors of "Hometown Gazettes" get to come to the 4-H Club Congress. So someone else has to tell them about club work and about the 4-H kids. Someone else has to arouse their interest in the program and invite them to club meetings and events.

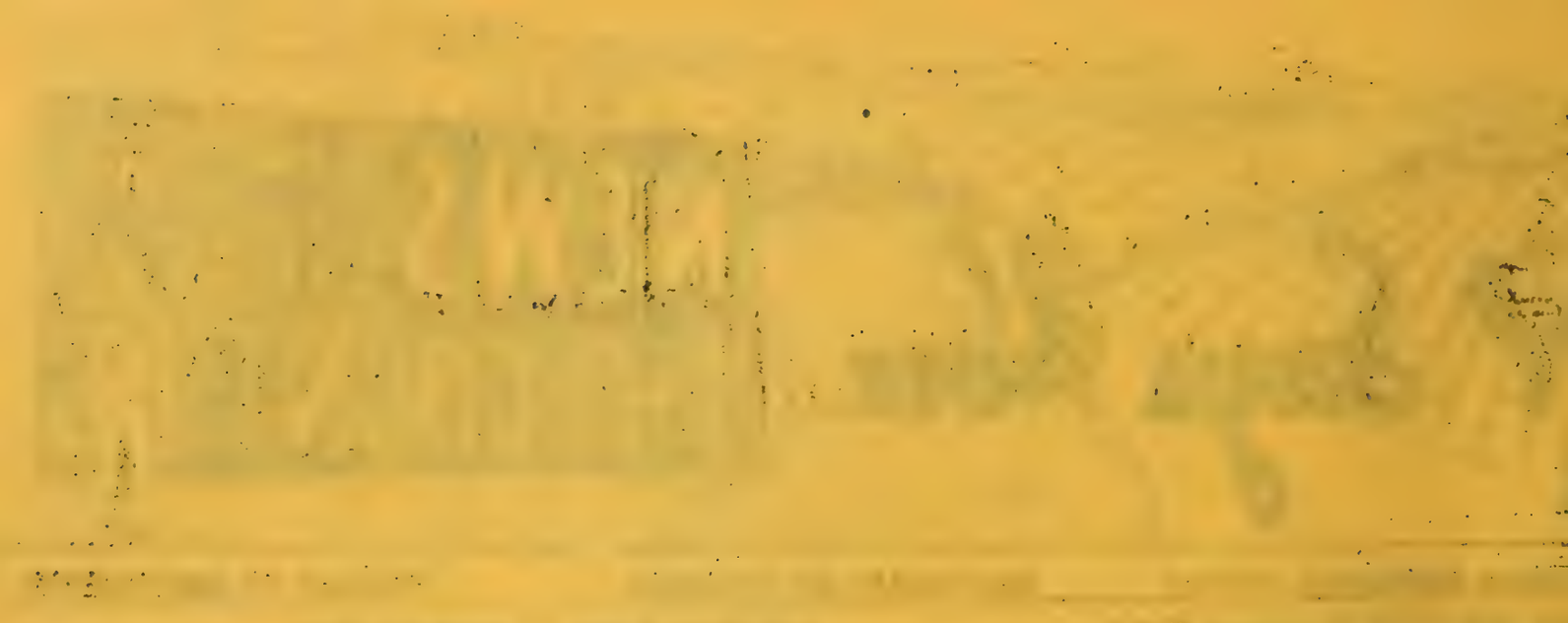
Miscellaneous Thoughts...

Editors are not always looking for the "top" 4-H youngster. But they are looking for the boy or girl who has a story. There is a universal appeal in the theme of an individual meeting a problem and whipping it. . . .

Strange to hear people speaking of television today as naturally as we talked about radio or news stories. The experience of youngsters who appear on television before they have seen it on the screen is also strange. . . .

Some college editors are wondering whether a charge should be made for col lege bulletins. . . .

Many comments from many people here on the need for more and better research on the effectiveness of different methods for reaching people.





Extension Editorial Office University of Illinois College of Agriculture

Here's What I Said...

The open season for winter meetings is about here. The agricultural specialists are getting in condition for the rigors of circuit. This brings up the perennial question of how you can get the best follow-up press and radio reports on your meetings. We think we have a plan that may give a little help.

Attached to this letter to farm advisers is a sample outline form called "Here's What I Said." It is for the use of the specialists in this way:

Each specialist has been given a supply of these outlines. The sheets are included in an easy-to-use tablet which each man can stick in his briefcase when he goes out to meet with the people in your county.

After the meeting, all he has to do is fill out one of these outline forms and give it to you. Then you have all the information you need on his discussion for your follow-up press and radio story.

We've told the fellows here that we were going to acquaint you with these follow-up outline forms so that you could ask for a filled-out version before the specialist leaves your county.

Soybeans in Public Spotlight...

The College of Agriculture's many contributions to the soybean industry are featured in the November 14 issue of the Christian Science Monitor. Dorothea Kahn Jaffee, special correspondent for the Monitor, wrote the article after spending several days in the state getting the background information. Much of her time was spent with Dr. Burlison and other members of the department of agronomy.

12-7-50

A Tribute to Leadership...

The November 28 issue of the Woodstock Daily Sentinel carried quite a story by McHenry county's press-minded Bill Tammeus. The story was a tribute to unique and unusual leadership in 4-H Club work. The subject was Henry Marlowe, vocational agriculture teacher, hatchery owner, community leader--and, most important, a 4-H Club leader for 20 years.

The peg for the story was a banquet held to honor Marlowe for his outstanding 4-H Club leadership work. Among the many guests were 18 of the 22 boys and girls who were members of Marlowe's first club.

Bill's news treatment is an excellent example of combining facts, quotable quotes and human-interest sidelights in a smooth-flowing story covering nearly a fourth of a newspaper page.

Stephenson County Promotes Camp Fund...

One of the best county 4-H camp fund promotion pieces we've seen comes out of Stephenson county. And much of the credit for it goes to Youth Adviser Howard Richards. The 4-page, magazine-size folder presents the fund-raising goal, the reasons for the camping program, and the details on camping activities. Bright heads and excellent pictures brighten up the 4 pages.

The extension folks in Stephenson county have let the people know about their 4-H camping plans and the need for funds. The county goal is $10,000.

More Mason County Farm News...

Because of the demand for more farm news, Mason county's Bob Slayton has gone from a monthly farm page in the Mason County Journal to a biweekly.





Extension Editorial Office University of Illinois College of Agriculture

All Set With the Boom, Boom, Boom...

In just about 4 weeks the Illinois LEGUME-GRASS WINTER SHOW starts to roll. The first stop will be Pope-Hardin on January 16. From then until March 16, with time out for Farm and Home Week, this caravan of educational exhibits will make one-day stands in 32 counties.

We're still classed as newcomers in these parts, but the natives tell us this is the most colossal educational show ever put together in one package. When it's assembled the WINTER SHOW will feature ten striking exhibit units covering the production and utilization of legumes and grass on Illinois farms.

Some of the basic ideas for the exhibits were laid out on the planning table almost a year ago. The build-up started in August, and the pressure of work has been mounting through October and November. Frank Andrew and Dick Ayers are serving as generalissimos on the project. Layout and art work are being handled by artists John Ault and Earl Perrine.

The point is that the time has come to let out with the boom, boom, boom. Regardless of how good we think the show is or how good you may think it is, the whole project is a flop unless it reaches the people. This means the people have to know about it. They have to know what it is, why it is, and where they can see it. The wheels of information and promotion need to start rolling.

A special letter with some suggestions is going out this week to the farm advisers in the 32 host counties. We're working on a special "preview" for press and radio editors. Those of you who are not having the show in your county will want to call it to the attention of your farm families.

Imig Reports to the People...

We can't hope to have the time to read all of your county annual reports--much as we would like to. We'd like to think they would all be as good as Kenny Imig's review of extension work in the December Iroquois County Farm Bureau News. Frankly, we hadn't intended to read it at all--just glance over it. But the darned thing was so well written and so attractively illustrated that our cup of coffee was cold before we were through.

One of the things that caught our eye was this statement--"1137 news articles published."

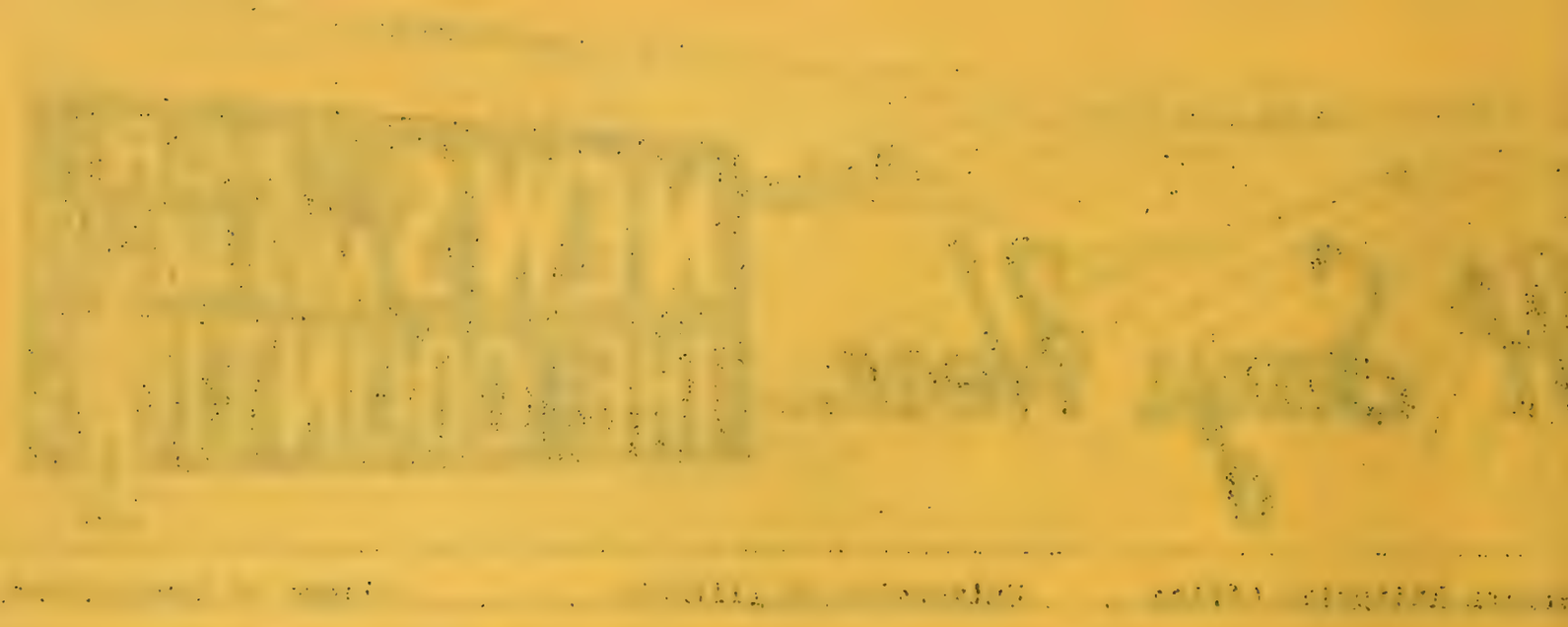
If Kenny wants to add to that total,he could have about 50 separate news items pegged on his annual report. The same thing would be true for all of you. There is no better peg for a news story than a well-written report on the different phases of your extension program.

Take soils work, for example. How many samples were tested in your laboratory? How many acres does this represent? What does it mean in terms of improved yields of grains, legumes and grasses?

What were the livestock production trends in your county? Dairy? What did the Rural Youth group accomplish? Oh, there are dozens of stories.

Wicklein Likes Radio Tapes...

Wabash county's A. A. Wicklein dropped us a note to say he was a satisfied user of the radio tape service and to pass along some program suggestions. If those of you with radio programs do not know about this program service on tape recordings, better drop Jack Murray a note and ask about it.



It Says Here... NEWS FOR AND ABOUT THE COUNTIES

Extension Editorial Office University of Illinois College of Agriculture







Extension Editorial Office University of Illinois College of Agriculture

Legume-Grass Press Preview...

Unless our production schedule gets messed up in this short week, the special press-radio "PREVIEW" on the Legume-Grass Winter Show will be right under this letter.

While this is primarily a farm show, we thought you home advisers might like to have the essential information about it. The same thing goes for farm advisers who are not having the Show in their counties this year.

An extra copy of the "PREVIEW"material is being sent early next week to the farm advisers sponsoring the Show along with some other suggestions for promotion.

Single copies also will be sent next week to every newspaper and radio editor in the state and to some of the larger papers and stations outside the state.

This press-radio preview material is the opening gun on state-wide promotion of the Winter Show. Prairie Farmer editors were in last week and plan to feature the Show in one of their early issues. We will be putting out additional press-radio stories to papers and stations from here.

BUT LET US MAKE THIS POINT ONCE MORE. There is nothing we will put out from here that will come even close to being as good promotion as the press-radio material you prepare on the local county Show. You know all the facts we do--plus a lot more. You know where the Show will be held, when, who is helping, the special added features, why the program is important to the county.

Counties not sponsoring the Show should keep in mind that no farm family should have to drive more than 100 or 150 miles to attend one of the 32 being held. We drive much farther than that to see a football game.

Only Two Farm Record Book Mats...

Earlier we indicated that there would be three mats promoting the Illinois Farm Record Book. Delays in art work and engraving have forced us to cancel the third mat. There are only two, and you should have received both of them.

Editorial Resolutions for the New Year...

If someone were to ask me to suggest some editorial resolutions for farm and home advisers, here would be my humble offerings:

We would resolve...

...to appreciate the fact that most people read newspapers and listen to the radio and that these tools offer one of the most effective and efficient ways to reach ALL county people with farm and home educational material...

...to get to know every editor and every radio station manager personally, since this is the best way to get good coverage of my information...

...to have a regular news service of educational material so that my editors could count on it and could look forward to receiving it each week...

...to take stock of the educational visual aids I could produce to interest more people in my program and to help them remember the information I give them...

...to send the extension editorial office helpful suggestions on how they can do a better job of helping us in the counties...

AND NOW BEST WISHES AND GOOD LUCK FOR ALL OF 1951!



Extension Editorial Office University of Illinois College of Agriculture

S-Day is January 16...

The term specialist is taking on a new meaning these days. The men who are getting the Illinois Legume-Grass Winter Show ready to go on the road January 16 are fast becoming specialists in the art of visual presentation of educational information.

Jerry Cash not only knows about dairy cows, but he also knows about wiring a three-way circuit to get the right light at the right time on the legume-grass dairy exhibit.

J. C. Hackleman knows the academic language of forage crops and he also knows the right way to picture a cow jumping over a fence to get to a good pasture.

Harry Russell and Dick Carlisle can tell you how many quarts of paint it takes to cover a plywood table and panel backdrop.

John Wills is now an expert at the actual synchronization of the four big "wheels" in legume-grass management.

Lights have been burning late in the agricultural engineering building as the last expert touches are being put on the 10 major legume-grass exhibits which make up the Winter Show.

We've already seen some encouraging examples of county promotion. W. C Anderson announced the Jackson county date for the show in black, inch-high letters across his weekly farm page.

Clinton County Farm News...

The other day Supervisor W. D. Murphy sent up a copy of the CARLYLE UNION BANNER with a notation, "A good farm page." We took a look and immediately agreed.

The Student Tells the Teacher...

One of the joys and headaches of the editorial office is teaching the course in agricultural journalism each fall semester.

Last year one of our interested and eager students was a young fellow by the name of Don Weiss. Don was a journalism student, but he was interested in farm news reporting, and we tried to get across the few things we thought we knew.

One of the things we stressed was the importance of names--local names--in good farm copy. We stressed the point time and again.

Now Don is farm editor of THE STAR COURIER in Kewanee, and the other day he sent us a letter giving us a report of his progress. We won't quote directly, but here roughly is what Don said:

The stuff coming out of your office is pretty good stuff. But we don't use as much of it as perhaps we should, because we like to give the farm news the local slant with local names. We like to use more stories from the farm advisers because they can give the material the local angle....

Don learned his lesson well, and now the student is telling the teacher. He also paid tribute to the news-conscious farm advisers in Henry, Bureau and Stark counties.

The Thought for Today...

Everyone has approximately 365 days to make the 1951 annual report more important than the one for 1950.
1/4/51



Extension Editorial Office University of Illinois College of Agriculture

A Look at Three Methods...

Let's suppose you had one piece of information that you wanted to get to the people in your county. We'll say it's a 4-point program for controlling corn borers this year. Assume that you could use only one method. Which of the following three methods would you choose?

1. Call in each farmer in the county and explain the four points to him personally--or tell them to him over the phone?

2. Hold a series of corn borer control meetings and invite interested farmers to attend?

3. Prepare a story covering the four points and send it to every newspaper and radio station serving the county?

Now, try taking a pencil and a sheet of paper and figuring how long it would take to present the information using each of the three methods above.

On the first method, if you allow 10 minutes per call or conference, it would take 166 hours to talk to 2,000 farmers in the county. That would be four 40-hour weeks.

It would probably take from 6 to 8 hours to make the necessary arrangements and hold each meeting listed under method 2. How many meetings would it take?

But it shouldn't take more than an hour to write the news story and have copies made for the papers and radio stations.

The Problem Turned Around...

Now, let's look at the same thing a little differently. Let's say you have just ONE HOUR to spend on getting out an important piece of information. Just one hour--no more. Which of the above methods would you use?

So Much for So Few...

The Minnesota Agricultural Extension Service recently made a study of how the Minnesota county agents used their time. Here's what they found out:

In the first place, the agents used more than 20 percent of their time for "Operational Functions." This included out-of-county meetings, conferences, records and reports and so on.

This left 80 percent of the time for reaching people with information. Of that remaining time, here is the breakdown:

1. Individual teaching--office calls, phone calls and farm visits took 53 percent of the time.

2. Group teaching--day and evening meetings, demonstrations, and field days took 40 percent.

3. Mass teaching--the preparation of news stories, radio programs, circular letters received the meager remaining 7 percent of the agent's time.

Wonder how the Minnesota agents would answer the questions we raised in the left-hand column?

Invite Editors to Farm and Home Week...

This week's packet contains a suggested letter you might want to send to your local newspaper and radio editors inviting them to attend Farm and Home Week.

Since you know your editors and work with them, the invitations should best come from you. We're inviting just a few magazine, large-circulation newspaper and network radio editors.

The "P.S." in the letter refers to the official program. A copy will be mailed to all editors next week.

1/11/50



Extension Editorial Office University of Illinois College of Agriculture

Annual Report Reflections...

The writing of the annual report is not our first love. Nor our second. But the job does offer opportunity for reflection--for appraising successes and failures.

Stronger County Information Programs...

We would mark as the number one gain in 1950 the increased use of information materials by you people in the county. We cannot take credit for that, but it is a part of the whole information program of the College and the Extension Service.

A number of new farm pages and sections were started during the year. Many of you initiated a regular weekly service to all your county newspapers. More radio programs were put on the air by both farm and home advisers. (A preview of the North Central Radio Survey report shows that 40 percent of you are now "regular broadcasters.") A letter from J. B. Turner this week states that he is going back to his broadcasting chores.

While there is still a long way to go, we felt that the editing of many county farm bureau publications was better this year. There was more use of good pictures

We saw some top-flight farm and home experience stories during the year--stories which gave the facts and told who, what, when and where.

There were at least half a dozen farm and home advisers who joined the ranks of column writers.

All this evidence indicates to us that you people are recognizing the newspaper story or column, the radio program and good circular letters as efficient, expedient and effective methods of getting farm and home information to your readers.

There Were Other Gains...

We felt there were other gains during 1950. Here are some of them:

The new radio tape service of farm and home programs was well received and has promise of growing.

The usage of farm and home news in weekly and daily newspapers seems to be increasing. A spot check survey using an incomplete clipping service showed that more than 80 out of some 100 Illinois daily newspapers used news releases from the college during July, August and September when the study was made.

The work of the College received increased attention from the national farm magazines. During the year the research of the College and Experiment Station was featured in 32 full-length articles and 51 shorts in Successful Farming, Farm Journal, Country Gentleman and Cappers' Farmer.

The daily clothing column in the Chicago Daily News reached nearly half a million readers daily, and plans are under way to syndicate the feature nationally. Now the Chicago Tribune will run a garden column in their Sunday magazine section with a circulation of 1 1/4 million readers.

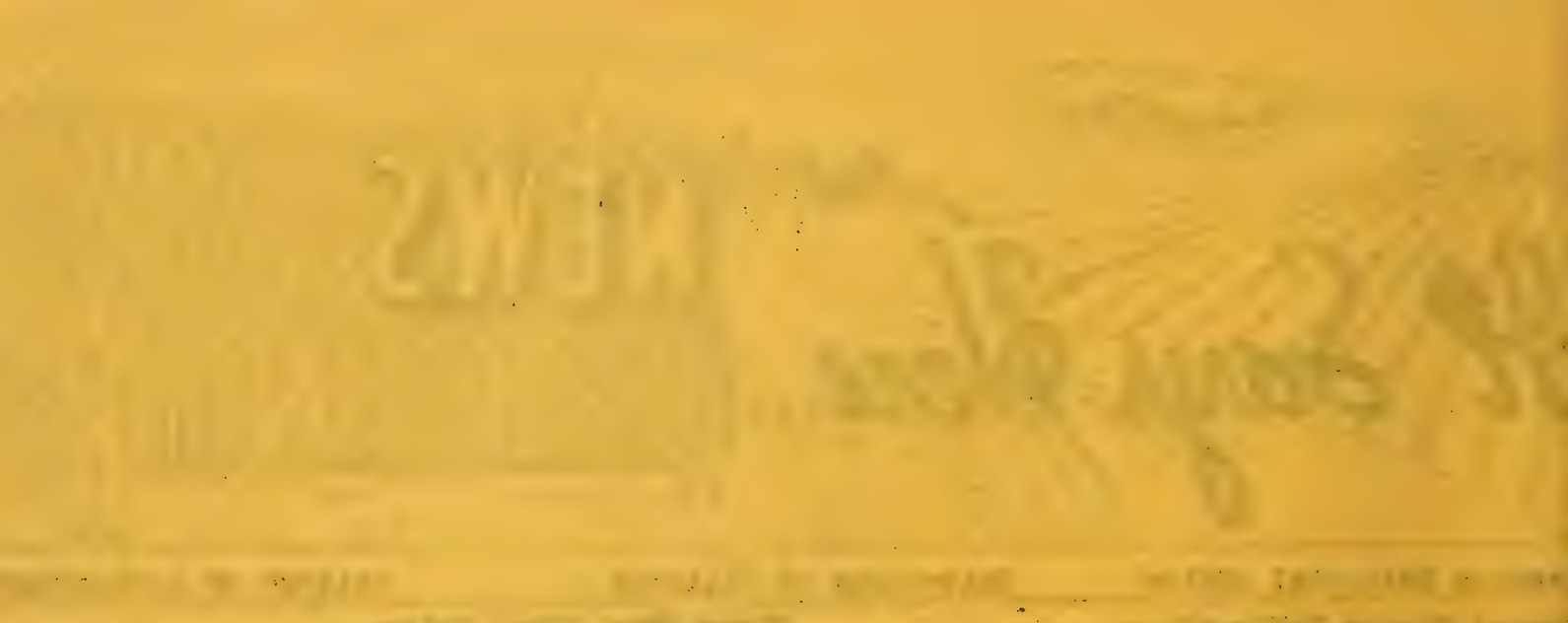
Plans for an agricultural journalism curriculum were approved, as were plans for two courses in "agricultural information methods" for all agricultural and home economics students.

Visual aids received increased attention, although progress on a planned program of development has been slow.

The failures? Because space is short, we'll wait until next year and hope to list 1950 failures as 1951 successes.

1/18/51

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Farm and Home Week Recordings...

Radio editors Jack Murray and Jessie Heathman have been working for you again. They've made arrangements again this year for you to make tape recordings during Farm and Home Week for future use on your radio program or as a service to your local station.

All of the details are given on the attached sheet. You'll notice that the recording studio has been reserved for definite periods during that day. For that reason Jack and Jessie would like to know in advance if you will want to record and when you would like to do it. So if you want to make a recording, mark your preferred time and send your reservation in as soon as possible.

You'll also notice on your Farm and Home Week program that a number of the talks and discussions are going to be broadcast over WILL. You may want to call this fact to the attention of the folks in your county who will not be able to attend in person.

Tips for Editors...

The farm news section of The Rock Island Argus recently carried a top-interest article on the work a mother and her two daughters were doing in managing their Mercer county farm. We don't know this, but we suspect that the county extension people in Mercer county may have helped out farm editor Omar Shonkwiler on the trail of the story.

More and more Illinois daily papers are hiring farm editors. This means two things. The papers are using more local farm news. The editors appreciate good tips for good stories they can write.

1-25-51

We Need Your Help--Again...

Associate Director Kammlade has asked Professor D. M. Hall to make a series of studies on the Legume-Grass Winter Show. One of the things Dr. Hall wants to study is the effectiveness--or lack of effectiveness--of state-wide and local promotion and publicity effort. We have been asked to help on this part of the study. And we, in turn, would like to ask your help.

We would appreciate it very much if you would keep a file and send us copies of all press, radio and direct mail promotion material you used to promote the Winter Show.

This would include: (1) clippings or tear sheets from newspapers which carried both advance and follow-up stories, (2) script material or program material used by your radio stations, (3) stories and layouts in county farm bureau publications, (4) direct mail letters and cards sent to farmers in the counties, (5) posters and other display material, (6) a statement of other promotion aids used.

While we suspect that the bulk of this material will come from the host counties, we would also like to have it from counties that are not having the show this year.

After Dr. Hall has used the material, we want to set up an exhibit display. So your efforts will be doubly appreciated. Thanks in advance.

Ed Bay's New Environment...

Sangamon county's Ed Bay, who usually surrounds himself with practical, hard-working, strong-handed farmers, is surrounded with a different environment in the picture on page 12 of the January

RECORDING PLAN
1951 Farm and Home Week

Tape recorders will be available for your use at WILL after the general session meetings Tuesday, Wednesday and Thursday, February 6, 7 and 8. You will note in the schedule below that time available is 4:00 to 6:00 p.m. daily, except 4:45 to 5:00. The station has asked us to keep this time clear. Engineers will be on hand to operate the machines.

There are several ways in which you can set up your programs. You probably will want to interview some of your county people who are attending Farm and Home Week. You may want to interview a specialist. You may wish to give a first-hand report of the week's activities.

All you need to bring is a reel or two of tape from your local radio station.

Check the day and approximate time of your proposed recording on the slip below and return it right away so we can make up a tentative schedule. Keep this portion to remind you that the studio is room 41 (basement floor) Gregory Hall. Your time is _____pm, _____.
(day)

- -

FARM AND HOME WEEK RECORDINGS

TUESDAY - February 6

4:00 ☐	4:30 ☐	5:15 ☐	5:45 ☐
4:15 ☐	5:00 ☐	5:30 ☐	

WEDNESDAY - February 7

4:00 ☐	4:30 ☐	5:15 ☐	5:45 ☐
4:15 ☐	5:00 ☐	5:30 ☐	

THURSDAY - February 8

4:00 ☐	4:30 ☐	5:15 ☐	5:45 ☐
4:15 ☐	5:00 ☐	5:30 ☐	

Remarks: _____

_____

_____
(Signed)

Return to:
EXTENSION EDITORIAL OFFICE
330 Mumford Hall
Urbana, Illinois

_____
(County)



rtension Editorial Office University of Illinois College of Agriculture

Seeing Is Believing...

The Legume-Grass Winter Show is picking up steam as it heads into the third week. Attendance at the first 8 stops totaled more than 2500--an average of more than 300 per show.

Press-radio coverage of each show serves as build-up for the shows that follow. This means that interest will grow and the crowds will get larger.

Please remember to put us down for copies of your press-radio-direct mail promotion material on the show.

Painless Information Presentation...

Macon county's W. E Myers firmly believes there is more than one way to get information across. His latest technique is to wrap up the information in the form of a "drama." The material presented covered the work of the Extension Service and the various farmer cooperatives in the county. The three-act drama was given at a series of township meetings recently. The attendance at the meetings totaled more than 1600, and Myers reports that even though no Hollywood stars were in the cast, the audiences enjoyed the efforts of the actors.

Adviser Myers might have an extra copy of the script if any of you would like to take a look at it.

Special Farm Editions...

Two special farm editions are due to come off the press shortly. Jim Somers reports that the Dixon Evening Telegraph is ready to put the wraps on its special farm section. And Bill Tammeus says the Woodstock Daily Sentinel is planning a tribute to agriculture with an edition late in February.

Fifteen Minutes of Radio...

J. B. Turner, Fayette county, wrote the other day asking for suggestions on putting together a 15-minute weekly farm radio show. Since farm radio editor Jack Murray was out of town for the week, we took the liberty of presenting our thinking on the subject.

We wrote "J. B." that it seemed to us a county farm radio show should do three things: 1. Give farm families the farm news of the county. 2. Supplement and promote the other extension activities in the county--meetings, field days, conferences and so on. 3. Present interesting and helpful educational information--the same kind of information that is presented at those meetings and field days.

To get those three jobs done, we suggested that the available radio time be arranged on the basis of a simple 3-part format. It doesn't have to be a hard and fast format, but one that gives the audience a sense of orderly presentation.

We suggested that the first 3 or 4 minutes of a 15-minute show be devoted to a "Swing Around the County" and include an informal personal report on what was going on in the county that week.

The next couple of minutes could be "A Look at the Farm Calendar" and there you would plug your "coming events."

Then you could devote from 5 to 7 minutes to the "Feature for the Day." This would be the educational feature in which one particular problem would be pretty thoroughly discussed. The problem might be feeding hogs or laying out a contour or building a barn. It would be the spot to have the interviews with farmers and local leaders.

The last minute or so would be "Closing Announcements."



xtension Editorial Office University of Illinois College of Agriculture

Embargo on Mail...

The rail strike and the resulting embargo on mail were sturdy blocks in last week's dissemination of information.

In other words--we didn't put out any stories last week because the post office wouldn't handle the stuff.

Farm and Home Week Aftermath...

Bad weather held down attendance at Farm and Home Week this year. This put an additional responsibility on coverage by press and radio.

Three or four of the national farm magazines were represented. Prairie Farmer and WLS editors were here for two or three days. Farm editors from the Chicago Tribune, Chicago Daily News, the Rock Island Argus, the Davenport Daily Times and several other daily newspapers were on hand to whip out copy and drink coffee. Daily coverage stories were filed with the three major press associations--United Press, Associated Press and International News Service.

Between 25 and 30 presentations were broadcast "live" over WILL and more were recorded for future broadcast use.

Now if you have nothing better to do some long evening, help us try to figure out how many people were reached with Farm and Home Week information through the use of press and radio.

Another Special Farm Edition...

The Sterling Daily Gazette sends word that a special farm edition of that paper is due off the press February 22 with special emphasis on the work and contributions of the county farm and home bureaus and the Extension Service.

Turner's Radio Audience...

In the last letter we mentioned J. B. Turner's radio program. Here is a follow-up report. On a Monday broadcast, J.B. interviewed the manager of the Fayette Service Company about plans for the annual meeting the next day. In spite of icy roads, 250 people showed up for the meeting on Tuesday.

J. B. asked for a show of hands on how many had heard his Monday broadcast. More than two-thirds of the people raised their hands.

Speaking of Radio...

Richland county's Ed Barnes said he tried out our suggestion for a 3-part format for a 15-minute radio program and "by gosh it worked fine."

Ed Barnes now has a standing offer of a free cup of editorial coffee.

Rehling Reports...

Farm Adviser A. J. Rehling held a Henderson County Silage Tour Friday, February 2. The temperature the night before dropped to 16 below, but more than 200 farmers showed up the next day. Groups from Warren, Mercer, Knox, Stark, McDonough and Hancock counties also were on hand. Six farms were visited, and at each farm the farmer explained how and why he put up his silage the way he did.

How do we know all this? We weren't there. How did we know? We read about it in the papers. Just as soon as Rehling thawed out he wrote a first-class follow-up story for the newspapers which gave all the details.

2/15/51



Extension Editorial Office University of Illinois College of Agriculture

Home Economics Editor for '71...

The long-legged bird with bifocals for proof reading stopped by the chimney of the Bob Jarnagin house. Before leaving, he announced that there would be a candidate for a home economics editor's position in 1971. The young lady's name is Susan Kathryn.

When last seen, the bird was flapping his wings in the direction of the Jack Murray homestead in St. Joseph.

District Sessions on Information...

Monday morning we met with Associate Director Kammlade, Mrs. Burns and members of the supervisory staff to discuss possibilities for a series of district sessions on information and promotion problems. We presented some things we had in mind. And the supervisors told us what they thought was good and what was bad about our ideas.

Definite plans are in the mill for March 20 and 21 subdistrict meetings in District I. Tentative arrangements are being made for a May conference on information problems in District V. We plan to adjust the program for each district to fit the problems you farm and home advisers say are the most important to you.

Henderson County's Hay Day...

The article on page 6 of the February Agricultural Leaders' Digest is authored by Farm Adviser Rehling and describes the Henderson county Hay Day held last summer.

"It's Just a Little Weekly"...

At times all of us are prone to discount those things we don't know much about or haven't thought much about.

Once in a while we hear an adviser say, "Oh, I don't know much about that paper. I don't send them anything. It's just a little weekly."

Let's think about that a minute. An inch is a "little" when compared to a mile. But when added to the end of your nose, an inch would not be so "little."

A weekly newspaper with a circulation of 300 or 400 is little when compared with the Chicago Tribune, with a circulation in the millions or with a county seat daily with a circulation of 20 or 30 thousand. But an audience of 300 or 400 isn't so "little" when you try to crowd that many people into one of your educational meetings.

We would suspect that most of your meetings that draw 300 or 400 people get quite a write-up in your monthly report. And you wouldn't say we had a "little" meeting last week with only a couple of hundred folks attending. You would use such words as "huge," "most successful," "tremendous turnout."

Here's something else to think about. That "little" weekly may be tucked away in a corner of your county that you don't have time to visit very often. And maybe the folks in that area don't drive to your meetings or to your office so often. Maybe that little weekly reaching 300, 400, 500 or more people could be quite a help to you and your program if you would give it half a chance.

And so ends the sermon for today.

2/22/51



Extension Editorial Office University of Illinois College of Agriculture

Make Your News Service "Regular"...

Once in a while we hear a farm or home adviser say, "Yes,I send news stories to all the newspapers in my county." And just as we are beaming approval, there comes this strange and weird qualification which reads: "Whenever I have something to send."

We say that's a strange qualification. Here's why: Is it possible that there's a county in the state where a week will go by when there is absolutely nothing of importance to be reported to farm people? Have some counties been so successful in solving all farm and home problems that it really takes a while for something newsworthy to develop? If so, let's not admit it lest our appropriations be slashed.

There are two main reasons why that word "regular" has been stressed in talking about county news services.

First, all of us tend to do things easier and better when we do them regularly. Second, most editors will use more stuff if they can look forward to getting the stories at the same time each week. There's a reason for that:

Most editors have the space needs of their papers pretty well figured out. They know country correspondence will take so much room. Advertising will fill a certain percentage. Society gets a column or two. If the editor gets three or four good stories from the farm adviser and home adviser each week, he saves space for those stories. But if he does not, he may have his space all assigned by the time the "occasional" story gets in.

Some of you who have regular services have mentioned that if your envelope of stories doesn't arrive in the editor's office on the day it's supposed to, you are likely to get a phone call asking

That Bird Is Here Again...

Remember that long-legged bird we mentioned last week hovering over the Jack Murray house. He wasn't fooling. He came down Saturday morning and left a package containing more than 8 pounds of husky boy named Robert.

National 4-H Club Week...

We would guess that most of you already have sent out stories pegged to National 4-H Club Week next week. Youth Editor Bob Jarnagin has some promotion suggestions going out under special mailing. You should receive it before you get this letter.

We had hoped to reissue some of the 4-H mat illustrations, but the plates were held up in the mail on the way to the printers. Many of you have copies of most of the mats.

Questions We Couldn't Answer...

Virginia Seidel stopped in the office the other day with a long list of questions. She and Hugh Wetzel are on the 4-H visual aids committee. Virginia wanted to know things like this: How many farm and home advisers have slide projectors? How many have movie projectors? How many have cameras for taking slides? Movies? How many advisers use black and white prints regularly in their county publications? She had some others, but we had said "don't know" so many times that she gave up.

She said rather pointedly that we ought to know if we were going to be of help on visual aids. We agreed. Some time soon you may get a call for help to answer those questions--and some others.



Extension Editorial Office University of Illinois College of Agriculture

SPECIAL EDITION

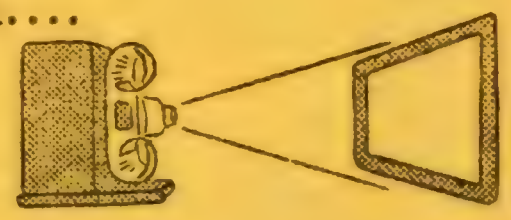


An Editorial Confab Coming Up....

District I. Subdistrict Conferences on....

PRESS---RADIO---VISUAL AIDS

Yorkville--March 20
Oregon-----March 21



Reach more people more quickly!

Here's the Dope...

All members of the extension editorial staff are pulling out of here on the 20th and 21st to meet with you farm advisers, home advisers, assistant advisers, youth assistants, office editors, and anyone else you would like to bring. Jessie, Claire, Jack, Lyman, Bob, and the Slave Driver--we're all coming.

You've Got Questions--We've Got Questions...

Let's figure out some answers! How do we know that time spent preparing news stories and radio programs pays off? What's the best way to set up a county news service? What about personal columns? Where should the stories come from, and how should they be written? What's the best way to work with press and radio editors? How long should a radio program be? How many times a week? What time of day? What should go into a radio program? Should we buy tape recorders? What kind? What makes a good picture? Why? What's the best kind of camera? How can we improve county publications? Those are some of the questions. There may be others. Bring them along. Let's talk them over.

Ray Anderson May Speak at Lunch...Return Attached Reservation Card...

Ray Anderson, associate editor of Farm Journal, author of "Ray's Ramblings," and former farm editor of the Cedar Rapids, Iowa, Gazette, has made tentative arrangements to give us his observations at lunch. We need to make luncheon reservations! Will each of you farm and home advisers return the enclosed self-addressed card. Farm advisers show how many men will come. Home advisers show how many women. If your office secretary helps with news, bring her too. We need the cards back right away.





Extension Editorial Office University of Illinois College of Agriculture

"Give Us Good Company"...

Effingham's Clinton Cutright sent us some of his legume-grass show promotion material the other day and pointed out a statistical fact: Averages always build up the low numbers and pull down the big ones.

In commenting on our news release giving the average show attendance at 250 for one week, Clinton says, "If you can't give us good company, let us stand alone on our merits. If our roads had been passable, we would have had 1,000 in to see the show. As it was, people drove 40 miles to get in when they lived within three miles of the show place."

In addition to the news stories and clippings he sent, Clinton pointed out, "We probably used $200 worth of radio time but we had no prepared scripts. We don't believe in scripts on WCRA. They cramp our style."

That's the kind of talk we like to hear coming from a veteran radio and news man.

"Paul Did a Good Job"...

Another quotation we picked up this week came from Eddie Pilchard, who passed along a marked copy of the White County Farm Bureau News with a note, "Paul did a good job here."

The "good job" done by Adviser Pittman was a front-page double-spread 4-H story carrying the head, "America Must Turn to Youth for Added Strength, for Better Way of Life, for Improved Standards." That's a pretty good quotation too.

What do your editors think are the most important farm problems in the county?

3/8/51

The Hume Record Farm News...

Dairy specialist Jerry Cash sent us a copy of The Hume Record the other day and called our attention to the College of Agriculture farm and home news on the pages. The Record, an 8-page tabloid weekly, carried 6 farm and home news stories from here.

Jerry, who knows quite a bit about Hume, says "This paper must be one of the smallest weeklies in the state." Hume has a population of less than 550.

As we've said before, don't be misled by the size of the paper. If it's from my home town, I'll read it from front page to back page.

To Henry County Editors...

"We appreciate the cooperation we have received from the press and radio in publicizing our Henry County extension activities. Much of the success of the recent Henry County 4-H Camp Fund Drive is due to the support we received from press and radio editors.

"We could cite many other examples where publicity through the press and radio has played an important part in improving farm family living in Henry County.

"From time to time we are confronted by special problems which may affect Henry County farmers. Right now we have two problems. I am passing the following information along to you and you may use any or all of the material if you wish."

Those are the first three paragraphs of a recent letter Adviser Henry Flake sent to newspaper and radio editors in his county calling their attention to two troublesome problems.



Extension Editorial Office University of Illinois College of Agriculture

"Two for the Show"...

The lights are burning late this week as the editors here get ready to close up shop next Tuesday and Wednesday and head for Yorkville and Oregon. The occasion is the series of two District I subdistrict information workshops with farm and home advisers, assistant advisers and anyone else in the county office who wants to attend.

The two days promise to be full ones--and we hope mutually helpful. Here is a preview of some of the things we hope to hash over:

1. Newspaper and radio coverage potential for each county in the two subdistricts. We've been gathering some newspaper circulation and radio audience facts and figures. They tell quite a story.

2. Tips and sources of information around which news stories and radio programs can be built. Where does the news come from, and how do we recognize it when we see it?

3. Suggestions on steps to take in building a sound and solid county information program.

4. The high points and some practice in the actual writing of news stories.

5. Just a bit about cameras and photographic techniques.

Ray Anderson, associate editor of Farm Journal and former farm editor of the Cedar Rapids, Iowa, Gazette, has promised to be our guest at the noon luncheons. And Ray will give some of his observations on writing farm and home news material for both newspapers and magazines.

"The Coverage Radio Gives a Guy"...

Agricultural engineer Ben Muirheid was listening to his car radio the other day while driving to work. He caught a remark from a faint station about soil conservation, so he tuned in the station and turned up the volume.

The speaker was Farm Adviser J. B. Turner. J. B. was interviewing a county farmer about the preview showing of the Oliver film, "Neighbors of the Land."

Ben was so impressed with the information he received from the broadcast that he sat down and wrote J. B. a letter and sent us a copy. He finished up his letter with this statement:

> "The thing that really impressed me after hearing your program was the tremendous coverage radio gives a guy. I am like a lot of other people in that I lose sight, sometimes, of how radio can stretch out over the miles in all directions and dispense information quickly, effortlessly, and with little expense."

We have never said that half as well.

4-H Special Editions...

We haven't seen them all, but our congratulations this week go to the extension workers and 4-H Club leaders in Sangamon and Johnson county for excellent 4-H special editions in the Waverly Journal and Vienna Times, respectively. Top-notch reporting in both of them.

3-15-51



Extension Editorial Office University of Illinois College of Agriculture

We Get Some Lessons on Promotion...

From time to time we have tried to put across our ideas about successful promotion. We've never figured we had a corner on ideas. And now we know that we don't.

At the risk of embarrassing J. B. Turner with frequent mentions, we would like to add a post-script to last week's item. You'll recall "J. B." planned the meeting for the premiere showing of the Oliver film on soil conservation.

He was good enough to send us a copy of the letter he wrote to Rolie Eakin, chairman of the Fayette County Soil Conservation District. The letter followed Mr. Eakin's request for a review of the steps taken in promoting the show.

We thought you would be interested in taking a look at the review. It is an excellent outline of how a successful advance promotion program should be handled. A copy of J. B.'s letter is attached.

Editor Covers 4-H Fund Drive Dinner...

From Christian county, Farm Adviser Cliff Love writes: "I am enclosing the front page of the Morrisonville Times and also the page that carries our regular weekly news releases. They have been giving us good agricultural publicity each week. The dinner meeting for our 4-H drive at which E. I. Pilchard was present was covered by the editor, Mr. V. Lauer, who gave us a big write-up."

It goes without saying that Editor Lauer attended the dinner meeting because he received a special invitation from Adviser Love.

3/22/51

C
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P
Y

March 10, 1951

Mr. Rolie Eakin
Vandalia, Illinois

Dear Mr. Eakin:

When you were in my office on March 3 planning the publicity campaign for the premiere showing of the motion picture "Neighbors of the Land" you requested I furnish you with three copies of all the publicity activities that our office was responsible for preparing and mimeographing and mailing. I am enclosing copies of all materials which we have forwarded.

I. <u>This contains the following copies</u>:
   1. Clipped sheets from the Vandalia Union, Vandalia Leader, Vandalia, Illinois; Ramsey New's Journal, Ramsey, Illinois; St. Elmo Banner, St. Elmo, Illinois; Farina New's Journal, Farina, Illinois; and the Greenville Advocate, Greenville, Illinois (Bond Co.). All the above papers were furnished engraved cuts to use. I also sent photographs and stories to the Hillsboro Journal, and the Montgomery County News, Hillsboro, Illinois (Montgomery Co.).

II. <u>Radio</u>:
   1. Letters were sent to:
      (a) Hadley Read, Extension Editor, University of Illinois, Station WILL.
      (b) Ted Mangner, Farm Editor, St. Louis, Missouri, Station KMOX.
      (c) Charles Stookey, Farm Editor, St. Louis, Missouri, Station KXOK.

I have announced this program twice on our own program. Miss Diveley has announced it twice on the Vandalia News. I requested farm advisers in twenty counties to announce it on their programs.

III. <u>Letters to district and county organizations</u>:
   (a) Letters over my signature were sent to twenty farm advisers in surrounding counties.
   (b) Letters prepared in our office were sent out, over your signature, to twenty soil conservation districts boards.
   (c) A letter to Mr. Parson of the Mississippi Valley Implement Dealer's Association, over your signature. A copy of the announcements sent out from Parson's office to all implement dealer members in Southern Illinois.
   (d) Cards. Fourteen hundred frank cards were sent out, over my signature, to Fayette county farmers.

IV. Bank's Announcement:

I contacted Mr. Rogier as suggested, asking his cooperation of writing to the officials of the banker's association. Mr. Rogier felt that due to the brevity of time, it would be better to send it direct to the banks, therefore, he sent out over two hundred copies to all banks in this section of Illinois. I furnished him with the publicity material, however, he took the liberty to add some sponsers. I did not catch this addition until he had the stencil made, however, I checked with Mr. Cassity and we decided it would be all right to release as written.

V. Letters to Agricultural Teachers:

(a) Letters were sent to all agricultural teachers in Fayette county plus Croxville in Bond.
(b) Letters were sent to all G. I. Instructors in Fayette county.

VI. Announcements at Meetings:

(a) I had the opportunity to make an announcement of this meeting to one hundred farm leaders in the 23rd Congressional District at a district meeting in Olney, Illinois on March 5.
(b) On March 7 I made an announcement at the District P.M.A. Mobilization meeting held in Vandalia. One hundred fifty people representing P.M.A. Extension Service, S. C. S. and F.H.A. were present.
(c) Civic Clubs. I announced this meeting at the Vandalia Rotary Club last Tuesday. It was announced at the Vandalia Chamber of Commerce meeting last Tuesday night. It will be announced at the Lions Club meeting on Monday.

I feel through the mail program we planned and the announcements at the four meetings we have reached 2,250 people. No doubt the radio and news papers have reached many more.

We were happy to cooperate with you in getting this meeting publicized and glad to make our facilities and help available to get the materials in the mail.

We used one stenographer the first day, three the second, and two the third day in this publicity campaign.

Yours truly,

(S) J. B. Turner

J. B. Turner
Farm Adviser

JBT:gm



Extension Editorial Office University of Illinois College of Agriculture

We Looked at Some Facts...

In Subdistrict A of District I, 54 weekly newspapers reach 74,535 families. Seven dailies reach 158,841 families. This means that 233,376 families are reached by newspapers in this nine-county area.

In Subdistrict B, not counting Cook county, 105 weekly and daily papers reach 343,977 families.

For the whole district, again not counting Cook county, 166 newspapers reach 577,353 families.

Those were some of the facts we looked at last week during the district conferences on information problems. Take a look at them again. They tell quite a story. They tell of the tremendous "extension" that newspapers can give our farming and homemaking stories.

In Winnebago county, for example, the circulation figures for the 2 daily and 4 weekly papers add up to 119,368. McHenry county has 9 papers reaching more than 18 thousand families. LaSalle has 6 papers reaching more than 22 thousand families.

We also looked at a radio coverage map for this district. Audience coverage areas of the local stations alone completely black out the 20 counties in the district.

There were other facts to be discussed. What does research have to say about the effectiveness of information methods? How do newspapers and radio compare with meetings as methods of presenting help on farming and homemaking problems? Where do farmers and homemakers say they get information to help them do a better job of farming and keeping a home?

We Discussed Some Opinions...

All of the time at the district conferences wasn't spent in looking at facts. We discussed some opinions--our opinions and the opinions expressed by the advisers.

We exchanged views on the ingredients of a "balanced county information program." We discussed personal columns, county publications, circular letters, radio programs and the layout of a regular weekly news service.

Everyone didn't agree with everyone else, but that's what made it enjoyable.

Wayne Churchill said he thought the time he spent on radio was the most profitable.

Frank Shuman said a full-page picture spread on camping in the Moline Daily Dispatch was responsible for increasing donations 50 percent in the areas of his county where the paper circulated.

L. D. Graham said he thought personal experience stories were touchy to handle, and Ray Nicholas said he wasn't sure he would agree with that.

Well, that will give you the idea.

More to Come...

Supervisor Harold Gordon has asked us to reserve Friday, May 25, for a district information session on information problems with farm advisers of District V.

Supervisor W. D. Murphy says the subdistricts of District IV may want the dates of May 23 and May 28 for the same purpose.

Like the blushing maiden, we're just waiting to be asked.

3/29/51

P. S. TO "IT SAYS HERE"

At Lawson Culver's suggestion, we're sending a tape recorder to the tree-planting operation at the southern Illinois 4-H camp on April 6. The plan is to pick up programs for WILL and local station use.

You're welcome to use the machine to make your own program. Or you may get dubs of the programs Jack Murray makes. In either case, bring or send along a tape.

The other day Supervisor Gertrude Kaiser received an attractive, illustrated circular letter from Carroll county Home Adviser Dorothy Footitt. At the bottom of the letter was this note:

"We are trying to use some of the district training school information on effective publicity."

Jessie Heathman, who held forth on the value of circular letters during our sessions in District I, has a free cup of coffee coming for putting her stuff across.

Compliment for Tape Service...

Farm Program Director Dick Faler of station WTAD in Quincy recently sent in an order for some of the tape-recorded programs and commented: "Use of these programs has caused favorable comment from our listening audience. We shall continue to use them on a regular basis."

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SPECIAL INFORMATION on Spring Clean-Up is in the packet.

[illegible] tainly easy reading," and while he does not say so the obvious question is whether or not the College of Agriculture and Extension Service should consider publishing educational information in the ultra-simple form.

C. R. Elder Will Discuss Television...

C. R. Elder, extension editor and director of information for Iowa State College, will discuss educational television on Monday morning, April 9, during the monthly extension staff conference.

Iowa State College owns and operates the only educational television station in the United States and at present is on a daily 10-hour schedule.

Title of Elder's discussion will be "Television Equals Radio Plus Visual Aids Plus Common Sense!"

We are sure that if this notice reaches you in time, and if you would be interested, there would be room for you to attend. Meeting will be in the Faculty Lounge of the Illini Union.

4/5/51



Extension Editorial Office University of Illinois College of Agriculture

Editorial Confabs Coming Up...

Next week all of us will pull out of here for a meeting with you folks at the Edwardsville subdistrict meeting. Then on the 23rd we will be at Effingham, the 24th at Bloomington and the 25th back here in Champaign to wind up the schedule for April.

The way we look at it, you've got some questions and we've got some questions. Between us perhaps we can figure out some of the answers. We have in mind building our discussion around the general theme--"Press,Radio and Visual Aids in a Balanced County Information Program."

We need to do some thinking about these questions: How do we know that time spent preparing news stories and radio programs pays off? What's the best way to set up a county news service? What about personal columns? Where should stories come from and how should they be written? What's the best way to work with press and radio editors? How long should a radio program be? What time of day? What day of the week? What should go into a radio program? Should we buy tape recorders? What kind? What about pictures? What makes a good one? Why? What kind of camera should be used? How can we improve county publications? How effective are circular letters? How can they be made more effective? Is it worth the time it takes?

Those are some of the questions. We hope you will have others. We hope you will feel free to tell us what's wrong with some of the things we are doing or trying to do or should be doing. We'll tell you what we think.

4/12/51

The Power of Television...

Last week we were in Iowa--mostly for a brief vacation and to attend the meeting called by Secretary Brannan in Des Moines.

We came home tremendously impressed with the power of television. Our observations were backed up by C. R. Elder, extension editor at Iowa State College, who spoke at extension conference Monday morning.

We were in three farm homes where television had become the number one medium for news, information and education. We saw some mighty good television shows, and we saw some mighty poor ones. These things strike us:

1. Television offers extension one of its most powerful and effective tools for reaching farm men and women with educational information.

2. A good educational television show, well presented, can compete with entertainment shows.

3. Besides reaching large numbers of people, television has marked advantages over other educational methods. You reach people in their own homes--in their own environment. Everyone has a front seat in a comfortable chair. He is not distracted by trying to see over someone else's hat or by having some fellow poke him in the back with his knee. He can look at a chart or a piece of machinery 10 feet away and not 200 feet away.

4. To be effective, television requires the best of extension demonstration. Put another way, a topnotch visual extension demonstration would be a natural for television.

What does all this mean? To me it means that we had better get ready for television as fast as we can.



Extension Editorial Office University of Illinois College of Agriculture

The Value of Radio...

In discussing extension radio at our monthly extension conference a while back, Farm Radio Editor Jack Murray presented some conservative but amazing figures on the value of radio time used by Extension in Illinois.

On WILL, the University station, we have a daily hour farm show. Five days a week we have a half-hour home show and another 15-minute home show. If we had to pay for the time at standard advertising rates, the cost per year would be $33,600.

Our syndicated news service goes to more than 70 radio stations in the state. We think most of the stations use it. But if only half of them use the script, which averages 10 minutes a day, the value of the time on a commercial basis would be $145,200.

A minimum of 10 stations use the syndicated tape service each month. The value of the time given to these programs by commercial stations is conservatively estimated at $30,000.

An average of two special programs a week are furnished to WMAQ and WGN in Chicago 52 weeks a year. Two programs a week are furnished to WENR in Chicago for 20 weeks during the summer. The value of these special programs is $42,900.

The North Central Radio Survey shows that an average of 35 percent of you farm and home advisers broadcast at least once a week. The conservative total value of this time would be $65,500.

Simple addition of these figures will show that the total estimated value of the radio time Extension gets free each year is $317,200.

In the Packet...

The farm advisers' packets this week contain another in the series of pictorial mats prepared by Dr. Roland W. Bartlett. You'll notice that the chart demonstrates the world leadership of the United States in steel production.

WLPO Features 4-H News...

Bill Kostellic, farm program director for WLPO in LaSalle, recently outlined his new plan for increasing 4-H news on his farm shows.

Bill, who is doing an excellent farm reporting job, mimeographed a supply of "4-H news outlines." He distributed these outlines to 4-H leaders and directly to 4-H Clubs in his coverage area, with a request that club reporters or leaders fill them out whenever there was interesting news to report.

He says, "This whole business just started a month ago, and the response has been fairly good so far. Apparently the idea appeals to the club members themselves, because most of the outlines have come back directly from the club reporters. As a result of this campaign, several clubs have been asking to do programs---something that didn't happen too often last year."

New 4-H Columnist...

Charles W. Federman, Jersey county's assistant farm adviser, has joined the ranks of column writers.

4/19/51



Extension Editorial Office University of Illinois College of Agriculture

In the Packet...

Farm advisers will find a new mat listing available farm lease forms and publications in this week's packet. If you still have the old mat which lists these publications, throw it away. This one looks about the same, but it is a revision.

Editorial Comment on Farm Problems...

Newspaper editorials on farm problems are sound indications of a newspaper's real and sincere interest in agriculture.

The Cairo Evening Citizen recently devoted half of its editorial columns to the problem of "getting and keeping good farm help." Much of the editorial was based upon the work of economist J. B. Cunningham and his suggestions for wage-plus-bonus agreements.

Farm Adviser Les Broom has had much to do with keeping the Citizen posted on current farm activities and farm problems.

In Reflection...

With the exception of the May 24 meeting with farm advisers in District V, we have just about wound up our information workshops. We enjoyed them immensely. We hope we were able to express some of our thoughts on county information work.

We also hope that you have had time to do some reflective thinking. We had to take an over-all approach. You have to tie it down with action in the county. We would like to know how our over-all approach fits with the particular problems you face. If you have time, let us know.

Editorial Travels...

Jessie Heathman and Jack Murray leave Thursday morning for a radio education meeting in Columbus. They'll be back Monday morning. The editor leaves Friday morning for an Editor's Advisory Committee meeting in Washington and will be back May 14.

The Value of Annual Reports...

One of the problems to be discussed at the Washington session is experiment station annual reports.

This problem breaks down into a number of different questions. One of the big questions is "Who should be the main audience for an annual report?" Some say "other research workers." Others say "farm leaders." Still others say "farmers themselves."

What do you say?

How to Write News Stories...

There was not much time at the district meetings for a session on "how to write news stories." We were not even sure that you people considered it a problem.

Some of you, however, said you would like to have a workshop on the actual techniques of news story writing. It's something we might think about for next fall or winter.

Public Sentiment Is Everything...

"Public Sentiment is everything. With Public Sentiment nothing can fail. Without it, nothing can succeed." So said Abraham Lincoln.

5/3/51



Extension Editorial Office University of Illinois College of Agriculture

TV at Radio Institute...

Television is here to stay. Overworked as it is, that still expresses the feeling of those of us who attended the Radio-Television Institute at Columbus, Ohio, last week. This baby in swaddling clothes is destined to become tomorrow's giant in mass education.

TV in Extension...

Ohio extension probably leads the midwest in use of television as a teaching tool. Almost a dozen stations are scattered through the state. More than one agent has a weekly program.

The College of Agriculture has all the commercial TV time it can handle. Plan is to get specialists and agents experienced in TV for day when channel "thaw" will put many more stations on the air.

Hogs Dying to Get Into TV...

Eight hogs died for a special telecast during the institute. Extension marketing specialist Wilbur Bruner used the carcasses to compare the leaner, money-making with the fatter, wasteful hogs.

Carcasses, photographs of live hogs, weight comparison charts, primal cuts and lean and fat pork chops in frying pans made up the visuals.

Home economics side of the show featured home management specialist Thelma Beall with tips on efficient arrangement of cupboard space at the mixing center.

Visuals included cupboard, set-in shelves, bowls, baking dishes and tins, baking materials and mixing equipment.

TV in Adult Education...

Considerable experimentation work in adult education is under way, and reports are favorable. University of Michigan, Detroit University and 20 institutions in the Philadelphia area have had programs in operation for at least a year.

All reported response far better than anticipated, interests of viewers broader in scope, and programs neither overcostly nor time consuming. The programs are carried by commercial stations.

University of Michigan is giving credit for TV courses. "Man and His World," "Living in Later Years," "Beginning Photography," "Hobbies," "Interior Design" and "Retailer and Consumer" have been included so far.

Quotable Quotes...

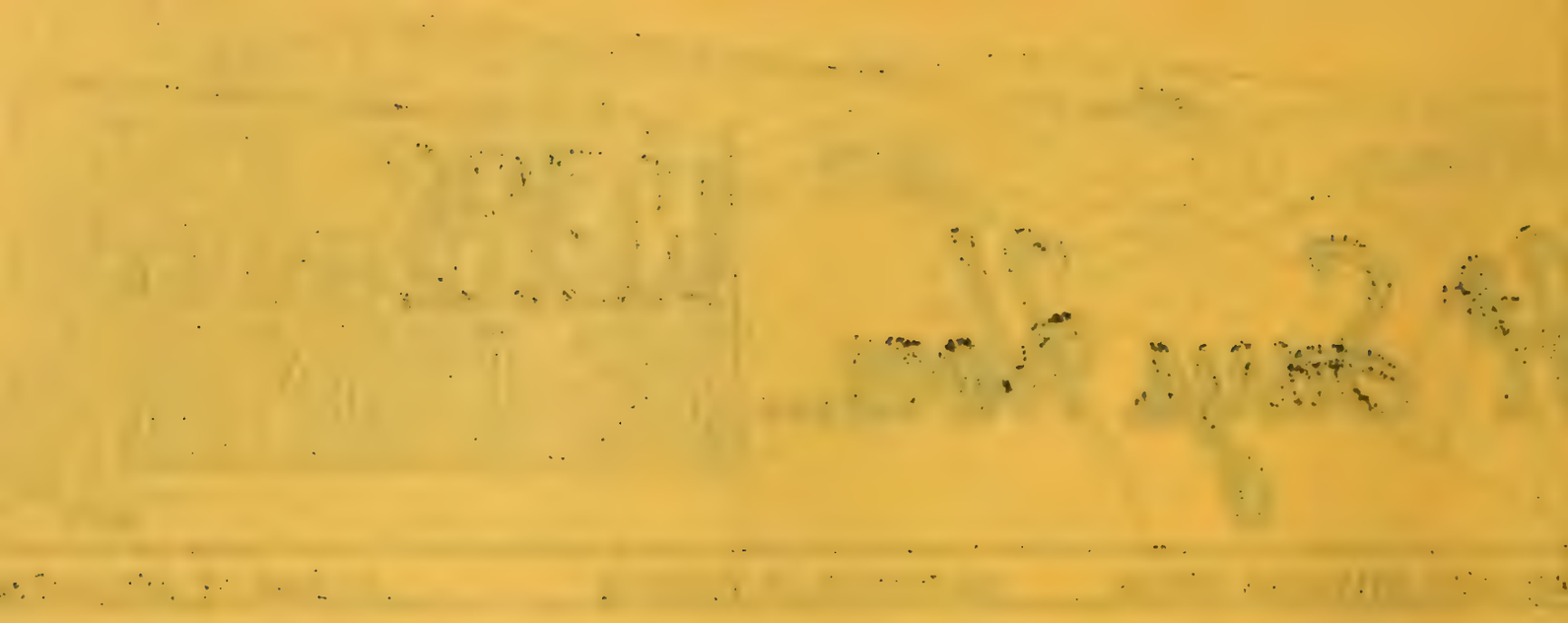
Here are just a few of the gems of wisdom liberally sprinkled through the 3-day session:

C. M. Ferguson, extension director, Ohio: "The impact of television and other mass teaching methods on the rural audience causes one to ponder the relative effectiveness of the group meeting."

F. C. Burns, extension editor, Ohio: "Television is a natural for specialists and agents who do a good job with visual materials in method and result demonstration."

Bill Zipf, farm director, WBNS-TV, Columbus: "Television is easier than radio because pictures rather than words tell the story."

F. P. Taylor, county agent, Steubenville, Ohio: "The agent who does not have at least a weekly program is not giving radio a fair chance to help him in his job."





tension Editorial Office University of Illinois College of Agriculture

Report From Washington...

Last week Jack Murray reported to you on the Columbus radio-television meeting. This is a report on our editors' committee meeting in Washington.

The agricultural job ahead seems to be definite and clear-cut. We need to produce more and produce efficiently. We need to use efficiently what we produce. There is top-level agreement on the job to be done. Beyond that, unfortunately, the agreement stops. You become depressed by superficial "coordination and cooperation" over a layer of confusion, skepticism and distrust. At the same time there is great confidence in the ability of the American farmer to break all production records when the chips are down.

Extension's role in the speeded-up defense production effort will depend largely on the role Extension is willing and ready to assume. We can either lead or be led. There are plenty of other groups and agencies ready to take over Extension's long-time role of leadership.

If we are to continue to lead, we must do so aggressively and offensively. Leadership built on defense doesn't move ahead very fast. We must review and revitalize our methods of reaching people with information. (If that sounds like a plug for information methods, we'll let it stand. It is.)

We can expect change--on short notice. It will be a waste of time to look for someone to blame for this change. Our educational program should be built to meet the new demands.

Washington Continued...

The USDA is working on the "defense" aspects of biological warfare. Scientists are worried about the introduction of new plant and animal diseases and the spread of old diseases into new areas. There is no need and no desire to scare farmers or the general public with propaganda about biological warfare. Agricultural leaders, though, should be aware of the threat.

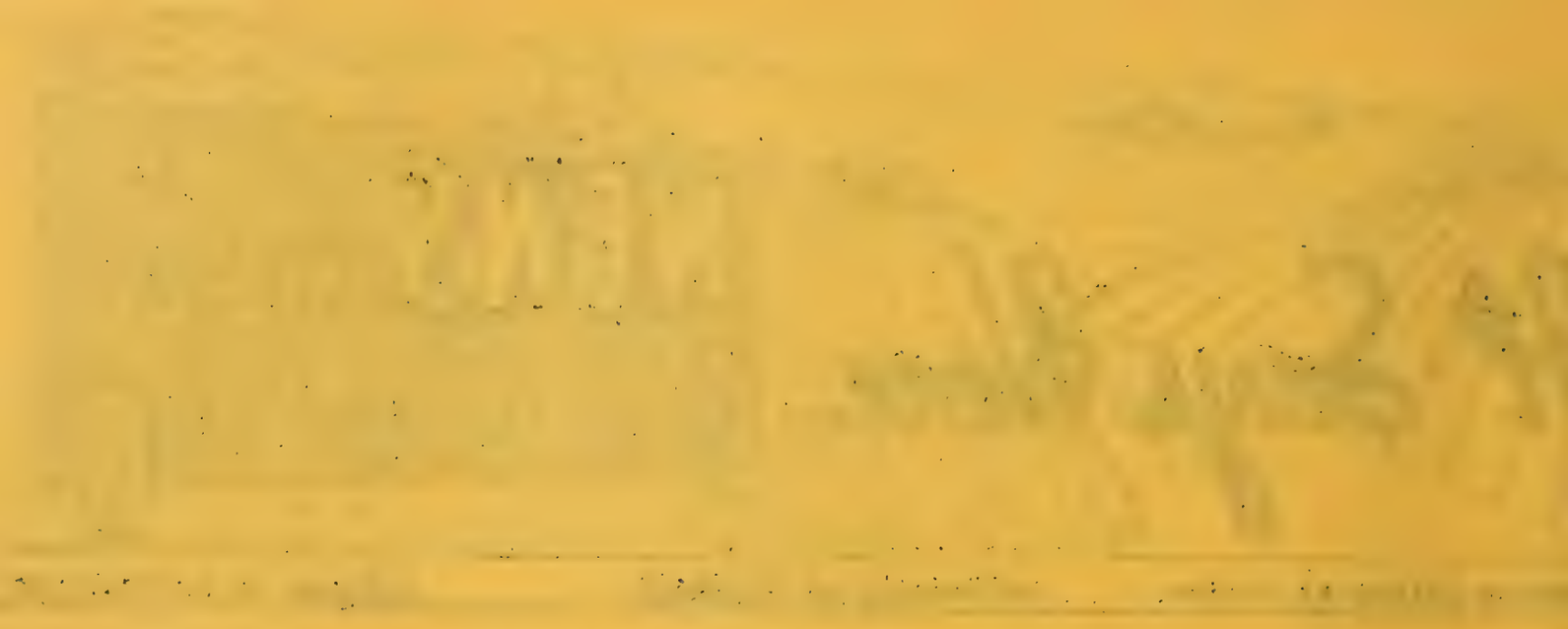
Administrators are working hard to protect the farm labor supply. But it will get tighter. There will be a need to pool ideas and information on labor-saving techniques and methods. This is clearly one of Extension's problems.

We were told that every effort was being made to protect the farmers' machinery needs. This goes for parts and supplies too. But it is only sound business for every farmer to take better care of the machinery he now has.

Should we be attacked by Russia or any other country, the term "displaced persons" would take on a new and sober meaning. Agriculture would be expected to absorb millions of people streaming from the cities.

In This Week's Packet...

There are two mats in this week's packet for farm advisers. The first of this month we mentioned the mat listing the farm lease forms and publications. Through an oversight the mat was not sent. Now it is. And there is another in the series of mats prepared by Dr. Bartlett.





Extension Editorial Office University of Illinois College of Agriculture

Editorial Gems of Wisdom...

Our Publications Editor Anna C. Glover was guest speaker at the May extension conference. Here are a few of the "gems of wisdom" from her talk on "Effective Writing."

"Effective writing is writing that reaches the minds of your readers with the least effort on their part. In our extension work, it's writing that gives them the information they want without their having to dig it out with a pick.. ..or that sparks them into the action you want."

"One of our great modern problems that came with improvements in ease and speed of printing is too many words and too many big words."

"Ascham, an educator of Shakespeare's time, said, 'He that will write well in any tongue must follow this counsel of Aristotle--to speak as the common people do, to think as wise men do.'"

"The editors of Wallaces' Farmer figure that they gained 18 to 66 per cent more readers by 'talking plainer.' Say these editors:

"Did you ever wheel into a farmer's yard,clear your throat a couple of times and say:

The ability of certain perennials to take possession of land to the exclusion of a crop under ordinary methods of tillage makes it necessary to use special methods for their control.

"Of course you haven't. Most of us just don't talk that way. But what about writing? Did the fellow who wrote the sentence above lose readers by forgetting to 'talk plain'? Chances are he did."

5/24/51

A Peg for Locals...

Livingston county's Helen Marshall is telling her county folks about the benefits of home economics extension on a "newsy" peg. When two cooperators established 15 and 20 year attendance records for their Home Bureau unit meetings, Miss Marshall used those cues for stories in county papers. Each story carried direct quotes about extension benefits received. We're ready to make an editorial bet that at least 8,000 families --half of the county's newspaper circulation--read the stories.

More Than a Little Green Gremlin

It was giant sized. Please correct in last week's home adviser special on freezing strawberries--last three sentences in paragraph four should read: "Mix the sugar thoroughly with the fruit. Place in the package. As soon as this is done, seal the package."

Reminder to Home Advisers...

Non-credit short courses in Tailoring, Slip Covering and Skills in Food Preparation start June 11. Registration is still open. Details of courses were sent earlier--direct mail--by R. K. Newton, Supervisor of Conferences.

Across Editorial Desks...

The sight of Nicholas' news releases brightened editorial eyes this week. Three pages of Lake county farm news were double-spaced and neatly mimeographed with wide margins. And each story emphasized the "why" of a meeting or demonstration.



Extension Editorial Office University of Illinois College of Agriculture

A Column by Sims...

Calhoun county's Stanley Sims has joined the ranks of county extension column writers and is doing an effective job. The column heading reads, "FROM YOUR FARM ADVISER'S DESK," and Sims' picture and name complete the identification.

The one we saw in the Calhoun Herald was devoted primarily to timely subject matter reminders on farming problems. The items were fairly short and were well written.

Our only suggestion to Sims was that he try to work in more local names and more items on what the local folks were thinking and doing.

Speaking of Columns...

This is just a recap on some of the remarks about personal columns put out at the district information meetings.

A personal column is NOT a weekly news service. The column should be part of the news service--but not all of it.

Primary purpose of a column is to develop a close personal relationshp between you and your clients. News stories are impersonal. Columns are personal.

A column is the place to put bits and pieces of news, information, comments, observations and remarks which may not fit into news story structure. But most of all it is the place for local names--the folks you have talked with during the week; the things they are doing; the things they are thinking about.

Pick a question some week and ask every person you talk with what they think about it. At the end of the week, you'll have more than enough material for a column. Ask them what they think about price controls, the price of farm

Jo Daviess Meets With Editors...

In Chicago last week Earl Bantz gave a glowing report on the dinner meeting he and Home Adviser Esther Seimen had with the editors of Jo Daviess county.

Earl promised to send me all the details. When they arrive we will pass them on to you.

News Service by Cliff Love...

Saw a copy of the Pana News-Palladium the other day which carried the excellent farm news material put out by Christian county's news-minded Cliff Love.

In the issue we saw, Cliff made good use of local names and story variety. He reported on new weed killers; the work of "good neighbors" in helping farmer Ralph Deihl; the experience of farmer Frank Miller, who used ammonium nitrate; the early corn planting of farmer Byron Jacobs; garden tips; and the limitations of lindane.

One top-notch story starts out this way:

"One farmer reported in the office the other day that he had just found 30 acres he hardly knew he had. In fact, this 30 acres had not been used for anything for the last several years.

"It was full of briars, brush and gullies."

The story went on to explain how the farmer had cleared out the brush, filled in the gullies and now had an excellent permanent pasture.

That's what we mean when to talk about farm experience stories. Some farm experience stories need not be over 100 words long--but they can teach quite a lesson.



Extension Editorial Office University of Illinois College of Agriculture

Return Card for Bartlett Charts...

A number of you have indicated that while you appreciate the intent and purpose of the pictorial charts prepared by Dr. Bartlett, you have been unable to use them.

Some of you have suggested that the money spent for those charts might be more profitably spent on other kinds of information material.

As you know, the Bartlett mat series is a cooperative venture with the Illinois dairy cooperatives. The production costs of the original layouts are paid by that group. We pay the cost of processing the mats. They go to newspapers and magazines that have requested them, to dairy cooperative magazines and to you farm advisers.

Recently we checked the mailing list and asked all of those on it except farm advisers to return a card if the Bartlett charts were wanted.

Dr. Bartlett is anxious that all farm advisers who can use the mats continue to receive them. But we agree with you that money is wasted if we keep on sending mats you can't use.

For that reason we are attaching a self-addressed return card. IF YOU WANT THE DR. BARTLETT MONTHLY MATS, PLEASE RETURN THE CARD BY JUNE 20.

The Questions Being Asked...

Some of the best news stories can be pegged on the questions you are asked during the week. Write the story just the way you answered the question.

Take a Look at Farm Magazines...

If you remember the figures discussed at the district information meetings, you know that farm magazines rate high with farmers and homemakers as sources of information. In the Iowa study, about 70 percent of both farmers and homemakers said they received helpful information from farm magazines.

Take a look at the June issues of the farm magazines and you will know why. Each of them contains a wealth of excellent and practical farm and home information.

True, some of the material must face up to the charge of being "overplayed." But for the most part it is checked and double-checked with competent authorities.

Look at the Illinois material in the June Farm Journal. The story by Cash and Russell on page 37 was based on the hay-judging experiences of the legume-grass winter tour. The story on pages 48 and 49 covers the experimental work of the agronomists on interplanting. Assistant Editor Lyman Noordhoff has a picture "farm experience" item on page 58. Kenneth Imig has the same kind of "farm experience" item on page 63.

There are times when you feel that the magazines "scoop" you on material. There may be two sides to that. It may be that you received the material long before--but in a less attractive form. And there may be times when the magazine does get it first. We hate to be scooped too. But take a look at the size of the editorial staffs on each of the magazines. That's part of the reason.

6/7/51



tension Editorial Office University of Illinois College of Agriculture

Farm Women Tour Wisconsin...

The farm page of THE DAILY DISPATCH, Moline, recently carried a full-page picture spread on the Wisconsin tour by the Rock Island Home Bureau.

Fourteen exciting pictures helped tell the story of the visit of the Rock Island women to major points of interest in the dairyland region. Included on the tour were stops at a cheese factory in Monroe, the Swiss Colony at New Glarus, Swiss Embroideries factory, Pet Milk Company and the grotto near Dickeyville.

The trip was made by bus, starting at 5:00 in the morning. It ended at 11:00 that night.

Rock Island's Home Adviser Lois Mitchell insists that the women themselves "carried the ball" on arrangements after she made the suggestion. We were especially interested in the newspaper coverage of the visit. We have seldom seen anything better.

Mrs. Mitchell says farm editor Cliff Lant, of the DISPATCH, went up a day ahead to pick the spots where he wanted photographs. Then he met the group at their first stop and accompanied the women on the entire tour.

You can't beat that for newspaper cooperation.

Cost of the trip to the women, incidentally, was about $6.50 each.

More About Columns...

Did you see the story on page 10 of the June issue of BETTER FARMING METHODS? A Washington county agent tells why he believes in a personal column. Worth reading.

6/14/51

Stories With a Punch...

"The hows and whys of meringues were demonstrated at a recent minor lesson leaders' school for home bureau members.

"Mrs. LaVerda Taylor, assistant home adviser, gave the demonstration and told the standards for meringues.

"She pointed out that the meringues must be light, tender and have a rather crisp crust, be smooth and have a pleasing taste. She went on to emphasize that meringues may be mixed by rotary beaters or electric mixers."

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Well, that will give you the idea. That's a story with a punch. It was written by Logan county's Mabel Albrecht for the Logan county papers.

The story went on with the details on meringues to the point that we wanted to dash right home and try one.

In a note to Jessie Heathman, Miss Albrecht explained, "A result of the training at district meetings."

We all blush with pride.

Front Page Farm News...

Dr. "WGK" passed along a copy of the Jerseyville DEMOCRAT NEWS which was literally stuffed with farm news items. The big story on the front page was about the visit of young French farmers to study farming methods. The weekly farm page also was packed with news and featured a personal column by Chuck Federman. This week's clover bouquet to Farm Adviser Frakes and his crew.

****

Information on the proposed new egg law in this week's packet for farm advisers.





ension Editorial Office University of Illinois College of Agriculture

Last Call for Bartlett Chart Card...

In this letter, dated June 7, we asked you to return a card by June 20 if you wished to receive future pictorial charts prepared by Dr. Bartlett.

We have received 27 requests that the mats be continued, while 18 of you have asked that your names be dropped from the list.

A new mat goes out this week to those requesting it. If you want the series and have not returned a card, let us know by return mail.

Editors Attend Jacksonville Conference..

Home Economics Editors Jessie Heathman and Claire Ciha attended the Fourteenth Citizenship and Home Bureau Organization Conference at Jacksonville last week.

They brought back press clipping evidence from the Jacksonville COURIER and Jacksonville JOURNAL which proved conclusively that the meeting was well covered. Twice a day press releases were prepared for the local newspapers and for state-wide press-radio release.

In addition, the hard-working girls made seven 15-minute radio recordings with women from 14 counties for later use on WILL.

In between times they arranged for pictures, attended sessions and soaked up ideas on improving home economics and home bureau information work.

They report mounting interest in television--when? what? how?

Many counties want more help with radio.

The women said more information was needed on the basic extension program and on the relationship of the home bureau to extension work at county, state and national levels.

The Story of 4-H...

The story of 4-H Club work has been told many times--in speeches, in the press, in national publications.

But one of the best jobs of telling the story was done in a simple, monthly offset publication put out by the Coles-Moultrie Electric Cooperative.

The story was written by John G. Waggoner, manager of the cooperative.

Mr. Waggoner's introductory note to the story tells better than anyone else could tell why it was written:

"There is a story I have been wanting to write for a long time. It concerns a fairly large group of young people, 10 to 21 years of age, lightly and informally banded together in 4-H clubs. Perhaps such a story will not only clarify the position and activities of the 4-H Clubs in the minds of non-members and their parents but this may be helpful to parents of members as well.

"I have become reconciled to the fact that I shall never 'find time' to write this story, so I shall 'take time.' If my laboriously selected words, together with my photos of obviously amateurish quality, contribute even a little to better understanding of this exceedingly worth-while movement, or should this provide the needed encouragement to a hesitating boy or girl to join a 4-H Club, I shall consider my time and efforts well spent."

If Mr. Waggoner has extra copies of the May issue of his paper, he probably would be glad to send one to you. The address is Mattoon.

6/21/51





Extension Editorial Office University of Illinois College of Agriculture

A Belated Bouquet to Elaine...

My gosh, we thought we had hit a gold mine of home economics information the other day when we ran across a back issue of the EDWARDSVILLE INTELLIGENCER.

The issue was for May 8, and Mary Ligon had sent it over with the suggestion that we take a look at the kind of information job being done by Madison County Home Adviser Elaine Wendler.

We took a look and it gladdened our heart. Five of the fourteen pages of the paper were filled with top-level ideas for the home. The special attention was part of "Clean-Up Week," and Elaine had given a practical demonstration of tying in basic home economics material with a current news peg.

Here is a partial list of the stories: Use of color in the home, refinishing floors, elimination of stains, use of lighted valances, refinishing furniture, painting tricks, lighting suggestions, house hazards, cleaning paint brushes.

Nearly all of the stories called attention to the fact that additional information could be obtained from the home adviser's office.

With that kind of county information we will soon be out of a job in this office.

Nice Words for Bunn...

We've mentioned before the excellent picture features in the Champaign County Farm Bureau News. One of the latest good efforts was on painting, repairing and installing metal roofs. Large, sharp, clear pictures were used to help tell the story.

Illustrate to Motivate...

If you think illustrated circular letters are hard to work up, drop a line to Randolph county's Glenn Coffey.

Glenn invited his farmers to go on the county tour of the Dixon Springs Station with a circular letter which had five clever illustrations.

What's more, the headline was at the top of the letter on a billboard sign which read--"COUNTY TOUR TO DIXON SPRINGS MONDAY, JUNE 25."

Next to the sign was the information, "Leaving Farm Bureau Building in Sparta at 7:30 a.m. Meet at Administration Building at Dixon Springs at 10:00 a.m."

A drawing of a picnic basket brought home the point that you were supposed to "Bring your lunch and thermos jug."

And the pulling power was in a review of the highpoints that would be "seen" on the tour.

Home Garden Illustrations...

The Extension Service in Washington has sent us 100 illustrated "spot," on home gardening to brighten up circular letters.

The illustrations can be easily traced on a mimeo stencil, and we are sending a set to each home adviser in this week's packet.

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Next Week: Preview of annual AAACE meeting.

6/28/51





ension Editorial Office University of Illinois College of Agriculture

Hosts to the Editors...

Next week, starting Monday, July 16, editors from nearly every state will be here for the annual meeting of the American Association of Agricultural College Editors.

We expect from 150 to 175 editors, representing state agricultural extension services and experiment stations and the commercial agricultural editorial field.

Essentially, these annual meetings are workshop sessions. Primary aim is to share experiences in the use of mass information methods for the dissemination of agricultural and home economics information.

There is also opportunity to look at some of the big, over-all problems affecting college editorial work.

You Are Invited...

Some of you who are especially interested in information methods might like to sit in on some of the sessions. You are invited. Here is a brief run-down of the program highlights.

D. Howard Doane starts things off Monday morning with a critical appraisal of the kind of job colleges are doing in reporting agricultural research.

Monday afternoon is devoted to a review of television in the educational program. Richard Hull, Director of Radio and Television at Iowa State is the speaker. He will be followed by a discussion panel featuring state editors who have had experience in the use of this new medium.

More About AAACE...

There's a full day Tuesday, with the lead-off discussion on agriculture's public relations problems. Lester A. Schlup, Chief of the Division of Extension Information, is the speaker.

Next will be a lecture-demonstration on the use of atomic by-products in agricultural research by Dr. C. L. Comar, agricultural biologist with the Atomic Energy Commission and the Tennessee Agricultural Experiment Station.

In the afternoon, Dean Wilbur Schramm of the University's Division of Communications reviews the need for studying the effectiveness of information methods.

Schramm will be followed by Lyle Webster, Director of Information, USDA, on the policies and procedures of his office.

Problems of training agricultural editorial workers receive attention on Wednesday.

The conference closes Thursday morning with a review of United States foreign policy, led by Francis Russell, Director of the Office of Public Affairs for the Department of State.

Needless to say, next week will be a busy one. If the news services run light, you will know why.

Mat of New Agronomy Head...

As you all know, Dr. M. B. Russell becomes the new head of the department of agronomy September 1. A mat of Dr. Russell, along with a background information story is in this week's packet for all farm advisers.

7-12-51





Extension Editorial Office University of Illinois College of Agriculture

Recovering Slowly...

The extension editorial office is slowly getting back to normal this week after playing host to what we modestly proclaim as the biggest and best AAACE annual meeting on record. More than 190 agricultural college editorial workers from 43 states were on the campus last week attending the sessions. No small part of the success of the gathering is due to the able assistance in planning and execution provided by the staff in Miss Anna Glover's publications office.

We were happy to see several members of the extension staff drop in on some of the sessions. One of the best things to come out of the meeting was the spirit of cooperation extended on all sides by the University and its personnel.

Outlook Packets on Time...

Last week farm advisers received the first PROMOTION FOR 1951 LIVESTOCK OUTLOOK MEETINGS. The two sheets were labeled that way and were meant for your August county publications. Larry Simerl wrote you May 21 that "the boys in the Extension Editor's office will send you some help...before August 1." To which one adviser replied, in effect, so Larry says, "This I gotta see first."

Well, your last week's pint-sized "packet" arrived about July 20, in time for your August county publications. Now this week you'll find a 7-page promotion packet to complete our help from here. Use the aids in every possible way for about three weeks before your meeting. And why not get several local feeders to comment on how it has paid off for them to attend previous outlook meetings? That should make an effective promotion story.

Danes Look Us Over...

Every now and then it is our pleasure to welcome visitors from other countries. Currently we are host to K. M. Anderson, farm adviser in the Danish extension service; Axel Nielsen, secretary of the Royal Danish Agricultural Society; and Aage Bo-Jensen, secretary of the Danish Co-operative Wholesale Society and Union.

The men are visiting Illinois and other states to study the organization, functions and methods of agricultural information services.

While here, they attended the agricultural college editors' meeting. During the past two days they have taken a close look at our information efforts--and yours.

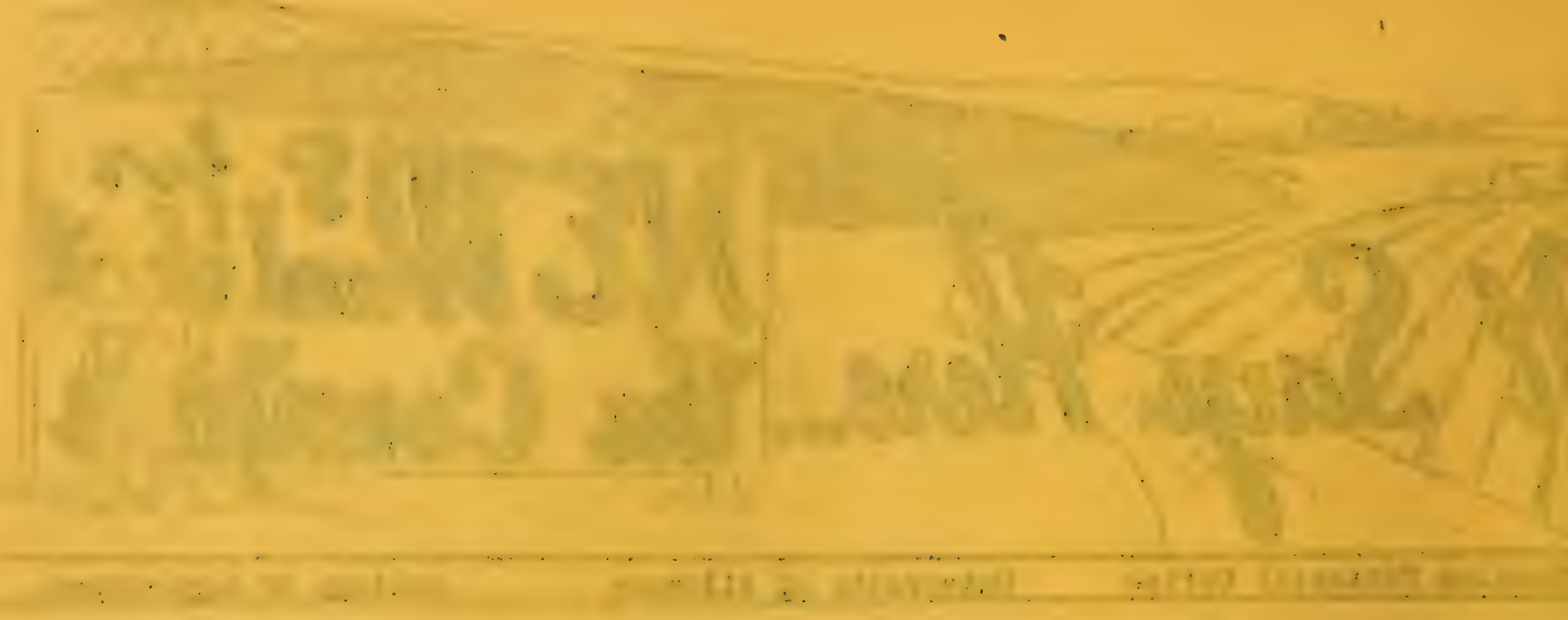
In a special tape recording, Anderson and Vermilion Adviser O. W. Hertz contrasted extension work in Denmark and the U. S. USDA plans to use the recording soon in a coast-to-coast broadcast.

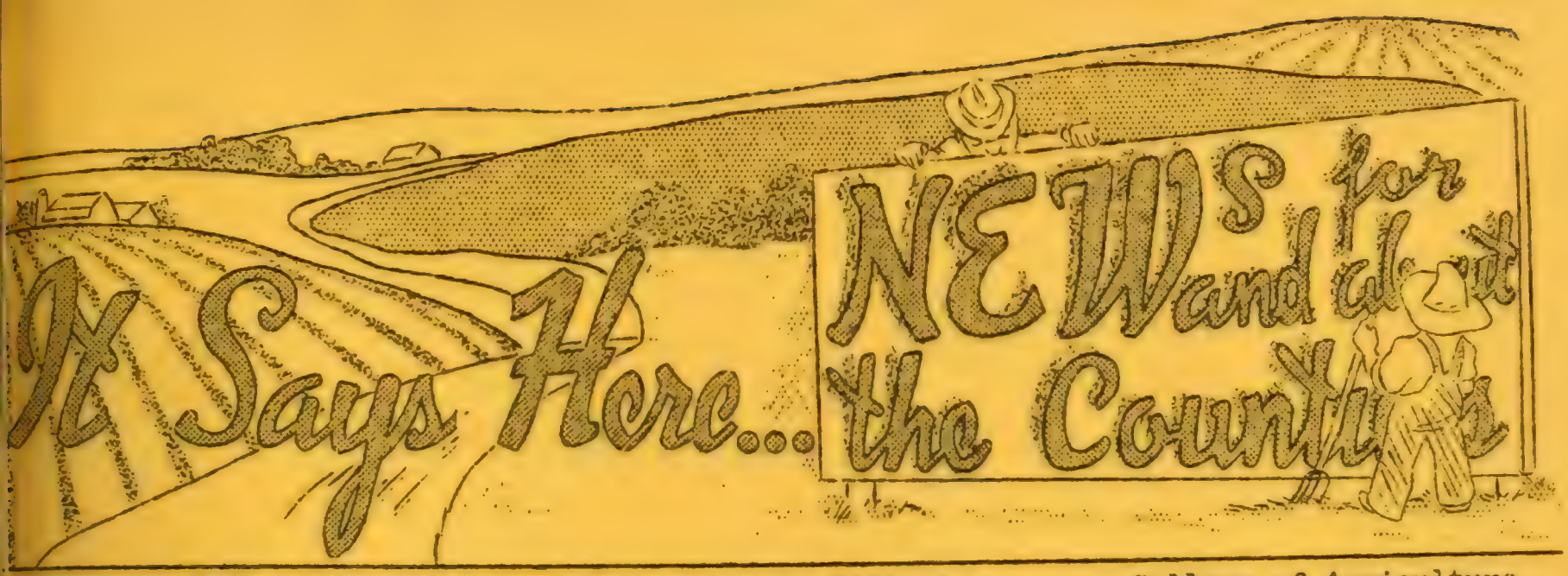
Christian Science Monitor...

The Illinois 4-H camping program gets a nice writeup along with some other states in the Christian Science Monitor issue of July 5. A six-column banner headline proclaims, "Teamwork Extends Camp Activities for 4-H Club Members."

Three paragraphs of the story are devoted to a short history of the Illinois camping program and how gifts of land from the Public Service Company of Northern Illinois and from Robert Allerton got the program under way. Much credit is also given to 4-H'ers for undertaking the mighty task of raising half a million dollars for their own camps.

July 26, 1951





Extension Editorial Office University of Illinois College of Agriculture

Progress on WGN-TV Show...

As you may know,the college is working with Chicago station WGN-TV on plans for a possible farm-home weekly television series starting this fall. Both the college and the station are exploring every avenue before making definite commitments.

As you would expect, answers to many questions must be found. Some of the questions have to do with audience--"How many farm families in the area have TV sets?" "Are those who don't have sets now planning to buy them?" "Do farm families even want a farm show?"

There are other questions concerning cost, sponsorship, type of programs,personnel, and union arrangements.

We tried to find answers to the audience questions by making a spot survey. Farm advisers in the 13 counties within a 75-mile radius of Chicago helped out. Each adviser received 500 cards which he sent to names picked at random from his mailing list.

The cards are still coming in. We haven't tried to summarize them. But the results are obvious. Attitude is overwhelmingly in favor of a farm television show. A good many of the farm families in the 13-county area have sets. Most of those who don't have sets will buy them within a year.

What it means is this. The college probably will get its feet wet in TV this fall. It should learn to swim by spring. There are strong indications that the TV "freeze" will "thaw" in '52.

With the "thaw" and subsequent building of local stations, will come one of extension's great opportunities.

We hope to be ready if you need help.

8/2/51

AAACE TV Comments...

At the recent AAACE meeting here on the campus, television-experienced people from other states gave us some idea what a powerful teaching tool this TV baby will be. Here are some of the comments:

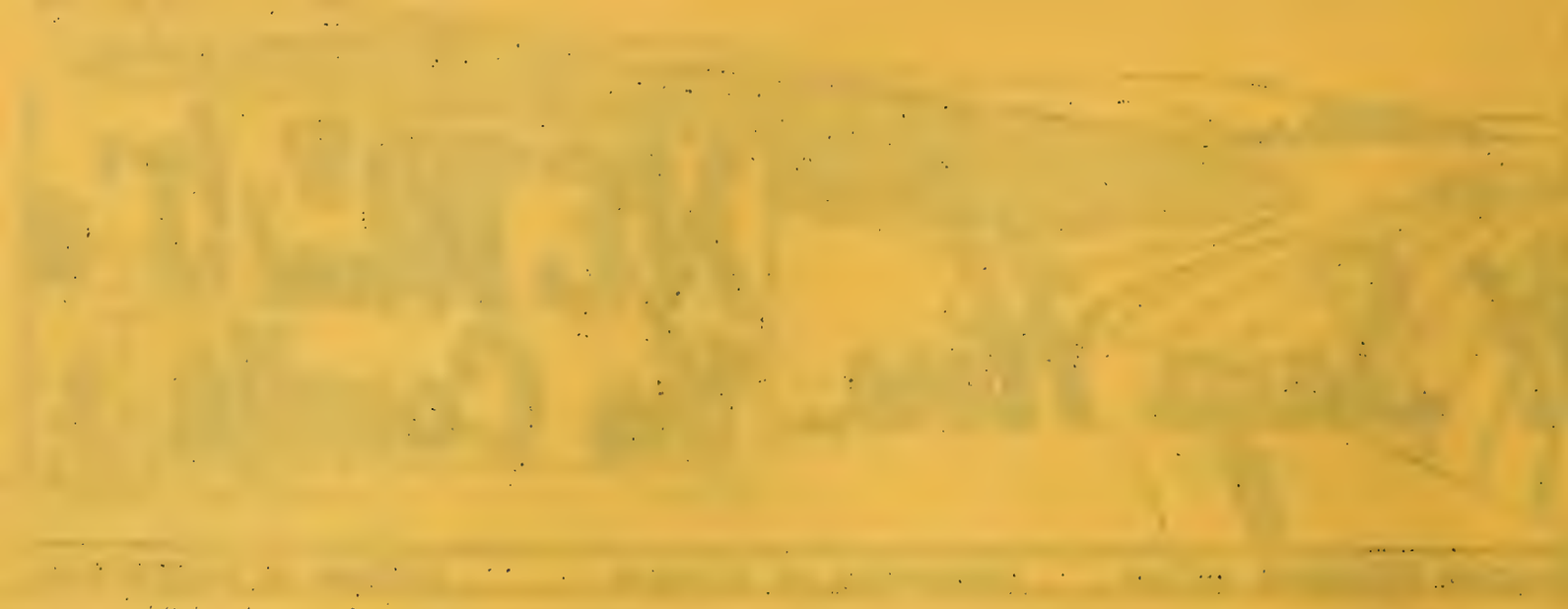
Mrs. Mariam Kelly, Kentucky consumer education specialist: "Our marketing show has 75% of the potential audience in the Louisville area -- with a competing station on the air! I would have to attend a good many meetings to reach the same number of families I reach on one TV show."

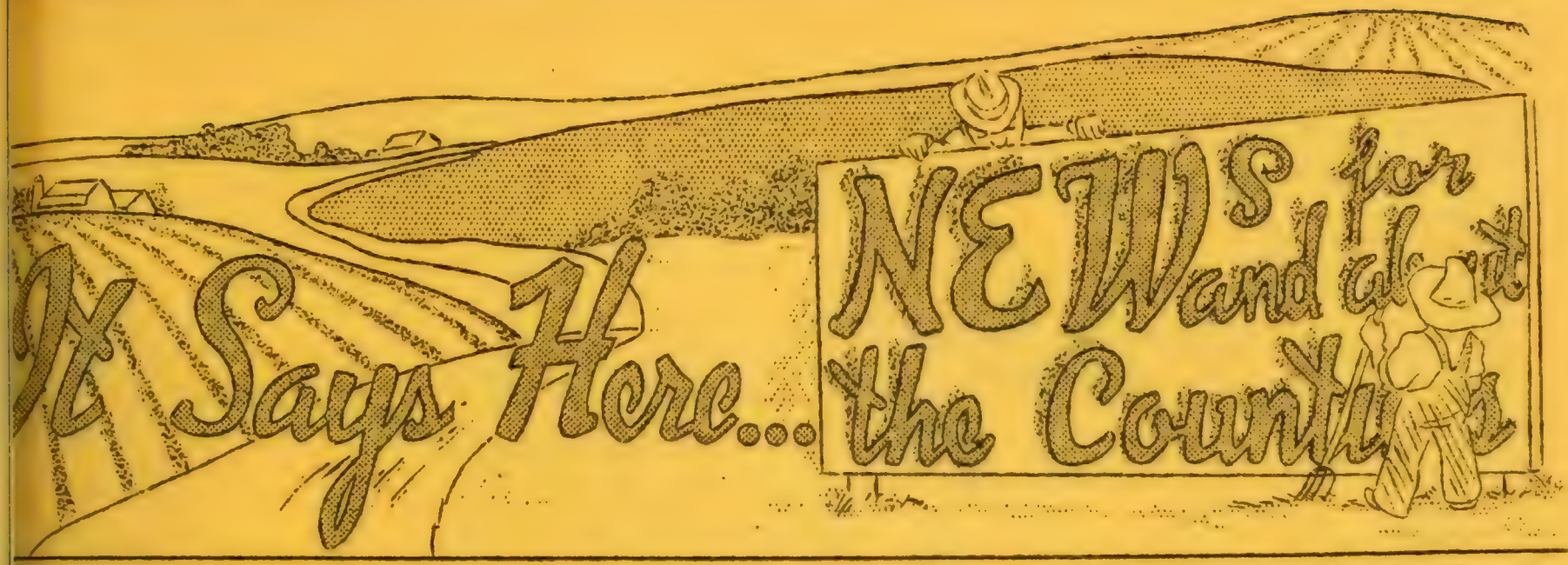
Francis Byrnes, Ohio extension editor: "Extension can take a lesson from commercial advertisers in reaching people with information. The advertiser must reach a maximum number of people--and reach them effectively. He sees in television the opportunity to demonstrate quickly to thousands of people the virtues of his product."

George Axinn, Delaware extension editor: "Our weekly extension show has the greatest mail-pull on WDEL-TV. Our people who have been on are convinced television is easy, it's fun, and for extension workers, it's a natural. Any specialist or agent who does a good job demonstrating before a live group will do well on television."

Sam Reck, New Jersey extension editor: "Our home demonstration agents are reporting a severe drop in attendance at extension meetings due to the counter-attraction of television. We have decided that if the women won't come to our meetings,we will go into their homes via TV."

We have a manila folder full of similar enthusiastic comments on television by those who have used it and found it effective in extension teaching.





Extension Editorial Office University of Illinois College of Agriculture

Special Edition for Agriculture...

In the rush of the past few weeks we failed to mention the excellent 48-page "Green Thumb" edition of the Woodstock Daily Sentinel. This special edition for agriculture came out July 9, but work on the editorial and advertising material started early last spring.

Primary responsibility for planning and organizing the agricultural releases fell on the shoulders of Bill Tammeus, who long ago recognized the value of the local newspaper in telling the farm story.

Much of the edition is devoted to stories on the historical development of the agricultural services in the county. Bill worked out the stories the paper should contain and then assigned the writing chores to those leaders who knew the facts and knew the history. Stories that couldn't be assigned Bill wrote himself--and there were a goodly number of these.

The front page of the paper featured special messages from Governor Stevenson, Dean Rusk, Secretary Yung, Charles Shuman, Art Page, Paul Johnson and others.

The 48 pages run roughly 50 percent advertising and 50 percent editorial material.

It takes a lot of hands to put out a 48-page special edition, but the public relations of agriculture in McHenry County is stronger because of the effort. And agriculture's public relations could stand a little strengthening.

8/9/51

Are Farmers Rich?...

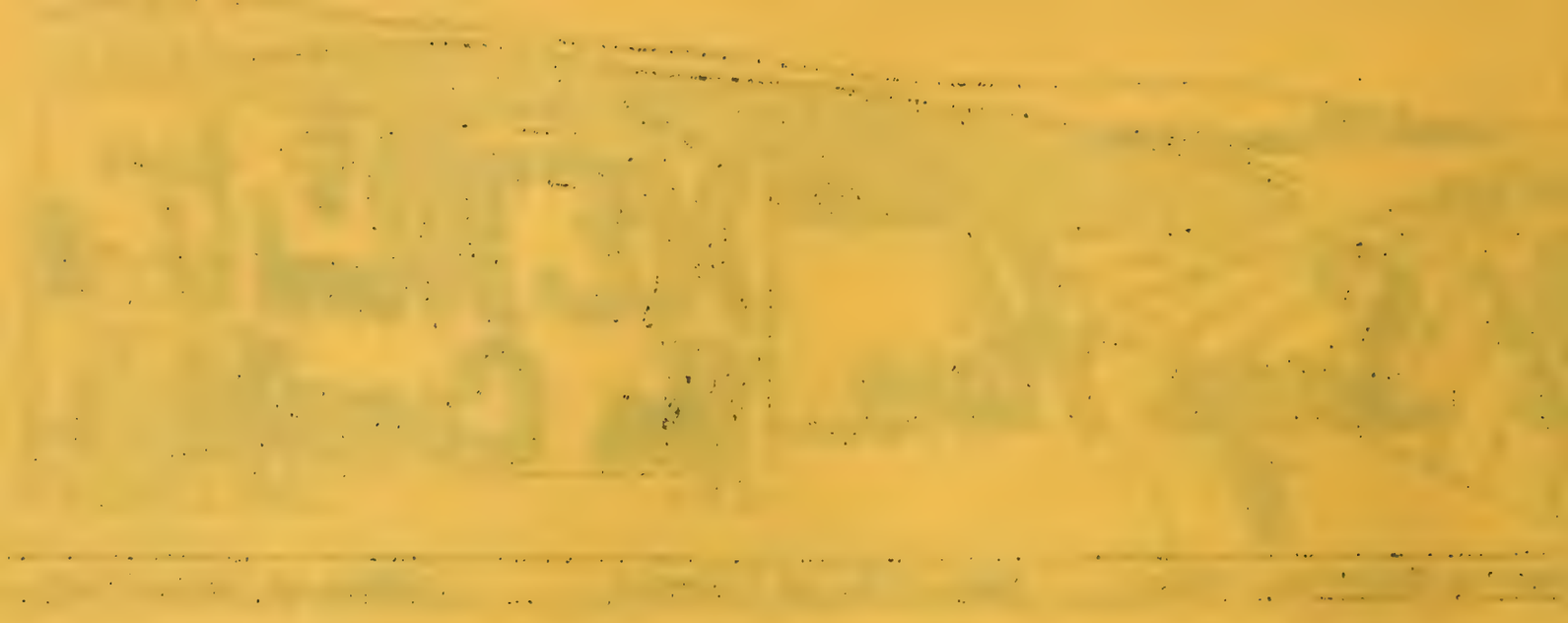
A while back Marion county's Rex Rhea sent in a copy of the farm page of the Centralia Sentinel. The Sentinel does a top-notch farm news reporting job under the direction of Farm Editor Perrine, but this particular page especially caught our eye because the headline read, "Are 80 percent of Marion County Farmers Rich?"

And that question served as the basis for the lead editorial. The editorial pointed out that only "rich" farmers could afford not to use soil conservation practices. Since 80 percent of Marion County's farmers did not follow a conservation program, the assumption might be made that 80 percent of the farmers were so rich they didn't need to.

With the lead editorial to arouse interest, the rest of the page was devoted to a striking editorial-pictorial presentation of the why and how of soil conservation. There were photographs of the Use Capability Map and the Land Use Map. There were instructions on how to make a soil map, and a half dozen other stories on conservation problems.

Fulkerson's Forkings...

If you get a chance, take a look at Herb Fulkerson's new column in the Marion Daily Republican. The title is "Fulkerson's Forkings," and it does what a column should do--it tells what the farm people of the county are doing and thinking.





ension Editorial Office University of Illinois College of Agriculture

An Idea for Sharing Ideas...

We have an idea, and we would like to have your thoughts on it. The idea is this:

During the past year we have seen some excellent examples of county information work. We have seen good farm adviser and home adviser columns. We've seen some good farm and home pages in local newspapers, good local stories, outstanding news pictures. A number of you have started regular weekly news services to your county newspapers. And there are a surprising number who have regular radio programs.

We've tried to use this weekly letter as a means of sharing ideas on county information work. But trying to tell about something is never quite as good as seeing it yourself. (That's a plug for visual aids.)

So we thought it might be interesting to all of you if we could arrange a more efficient sharing of ideas. The logical time to do it would be during the Fall Extension Conference. We would set up various classes of county information work--news services, columns, pictures, slide sets, county publications and so on. Then we would invite all of you to send in examples of your work in each of these classes.

These examples would be put on display throughout the conference. You could spend some time looking over what some of the other counties are doing, and you probably would pick up an idea or two.

We would like to know what you think of the idea. If we get as many as 200 postcards saying it is a good idea, we will go ahead with it.

State Fair Coverage...

State Fair broadcasts are being handled by tape this year rather than by direct pickup. There are a number of reasons. Efficiency and economy are the two most important. And we have questioned in the past whether we could justify spending a whole week of farm and home broadcast time on one activity.

Assistant Editor Bob Jarnagin represents the office as information liaison between the Junior Fair and the main press headquarters.

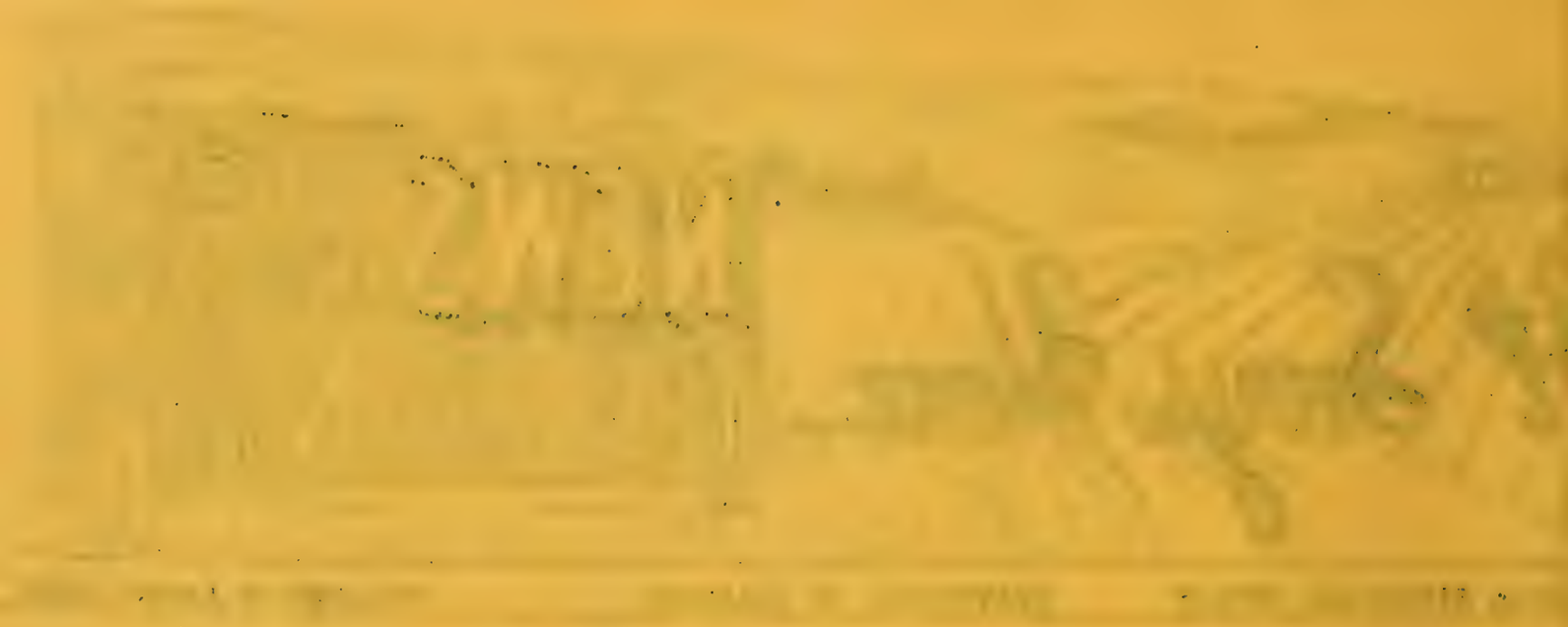
Speaking of Fairs...

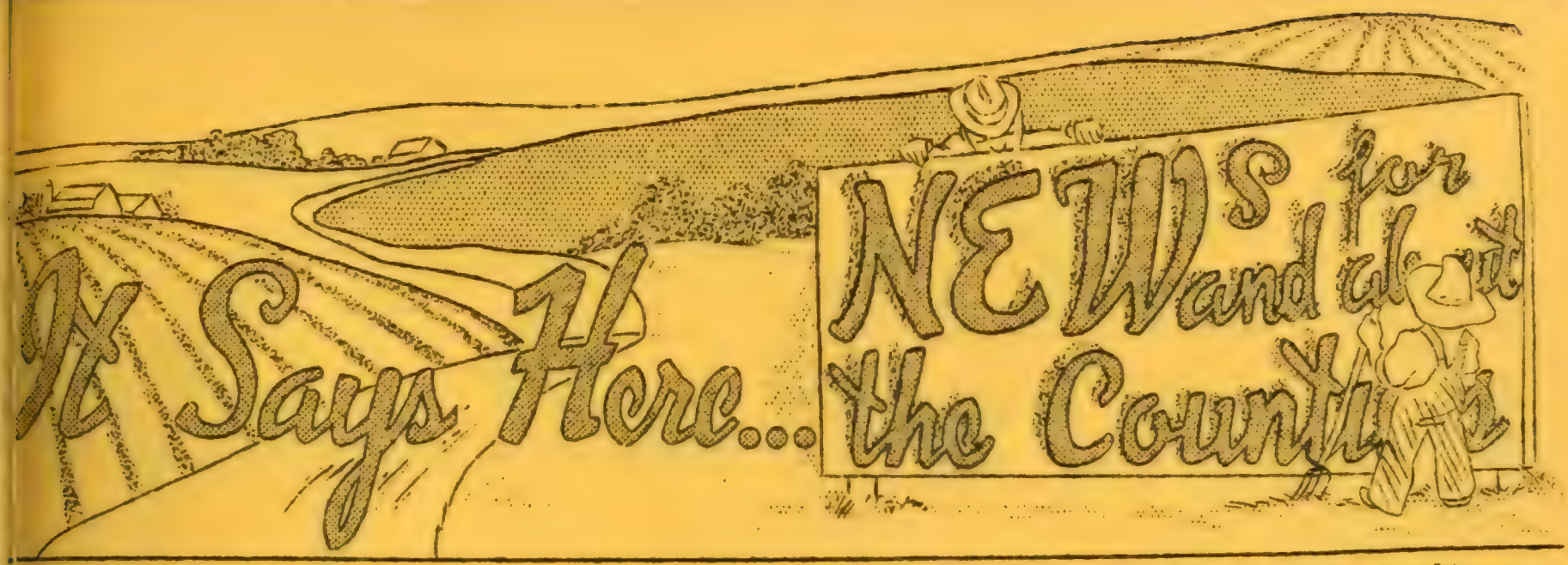
The hard-working extension folks in LaSalle County get this week's blue ribbon for the excellent advance promotion on their County 4-H Club Show and Junior Fair. We received a packet which contained four advance news stories, a Fair program and two picture mats with cutlines. The one picture was an aerial view of the 4-H Club grounds and the other was a view of the trophies to be awarded at the Fair.

Heathman on ABC Network Pickup...

Jessie Heathman is at Michigan State College this week lending a hand on the press-radio coverage of the National Home Demonstration Council meeting. Part of her activities will be the preparation and voicing of a pickup from the meeting for the Saturday American Broadcasting Company Farm and Home Hour. Broadcast time is 12:30 Saturday, the 18th.

8/16/51





Extension Editorial Office University of Illinois College of Agriculture

We've Been to State Fair...

For the past several years, at least one or more members of the extension editorial staff have attended the State Fair full time to help give more adequate coverage to the Junior Department show. Until this year, Jessie Heathman and Jack Murray spent five or six full days at the fair broadcasting two home economics programs and the farm hour over WILL direct from Springfield. To save time and money this year, all fair broadcasts over WILL were put on tape in two days' time there and brought back to be played from the studio in Urbana. Bob Jarnagin represented the office on the news side and spent five full days as liaison man between the Junior Show and the main fair publicity office.

We feel that from our end--the pushing end--the story of what goes on at the Junior Show gets fairly well told during the fair as far as the winners go. That, unfortunately, is about all that the metropolitan press can afford to handle because of space limitations. But we also have a feeling that the real story of the hundreds of 4-H and vocational agriculture boys and girls who take part in the show every year is not fully told where it counts the most. That is right back in their home town daily and weekly newspapers. We believe that the local papers are interested in what their county youngsters do at State Fair, but we also believe that they don't do very much to cover the story of these kids. We think that they'd print more if it was made available to them.

How Does It Look To You?...

Showing, exhibiting, and demonstrating have all been made feature educational highlights of the entire 4-H Club year. For the juniors, going to State Fair to show off a prized animal or dress tops all the other activities of the summer's work. If it is that important to them, it should be that important to us who are trying to teach more young people the advantages of 4-H training.

Are we doing the job that needs to be done in promoting their fair activities? If not, what can we do to improve?

You are the people who have access to the local newspapers. You have a fairly good idea of how well this story is being told in your county. Are you satisfied with the news coverage that is being given to your local youngsters who work just as hard and deserve just as much credit as the blue-ribbon winners?

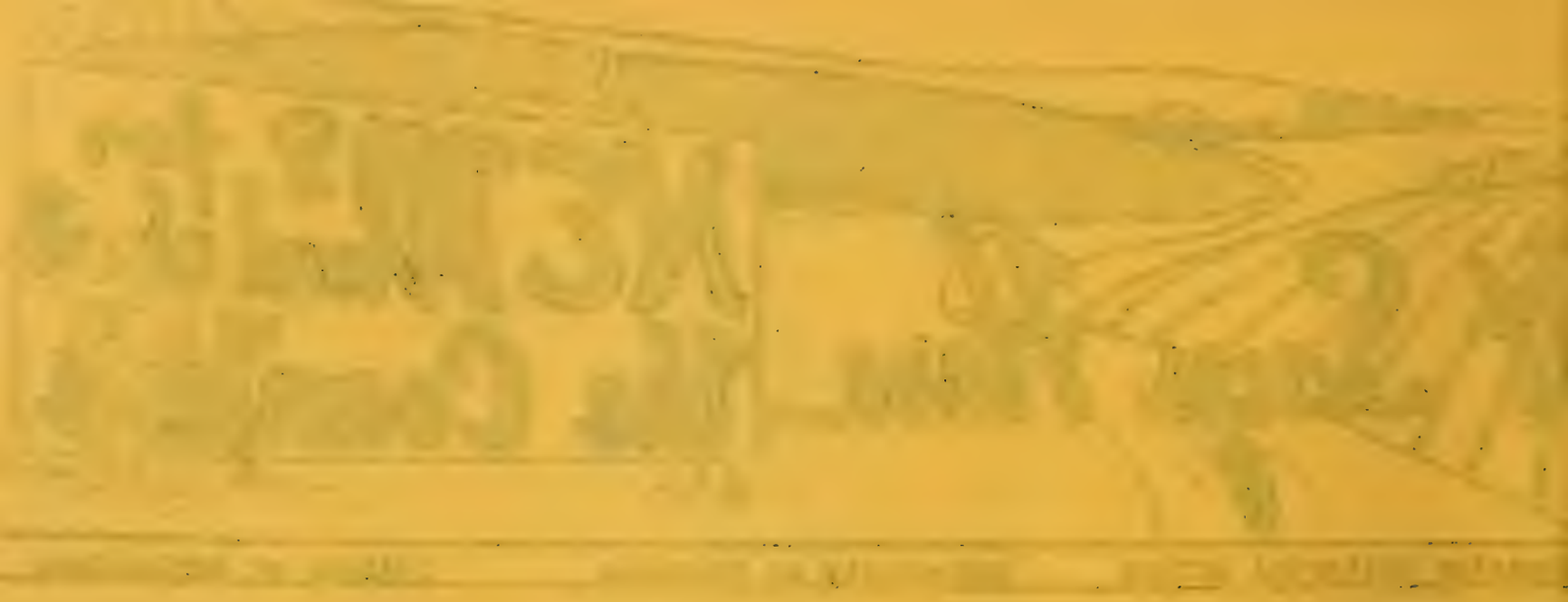
What Are Your Suggestions?...

We would like to have your suggestions about how we can improve our usefulness to the Junior Department Show. The system now in operation works fine as far as it goes in reporting the work of the youngsters who win ribbons. But how about the hundreds who don't win ribbons?

One thing you people who have radio programs could do would be to bring a tape or two to the fair and let us help you prepare your own program with your county youngsters to be played back home on your local radio station.

We haven't reached the maximum potential yet for State Fair junior coverage. We are willing to make a drastic revision in our present setup.

8-20-51





Extension Editorial Office University of Illinois College of Agriculture

Only 194 to Go...

Couple of weeks ago we mentioned the possibility of sharing ideas on county information work during the Fall Conference. We said if we received as many as 200 postcards in favor of the plan we'd go ahead with it.

As of right now we have 6 important votes in favor of the idea. This just leaves us 194 to go.

First "yes" voter was Jim Somers, Lee County. And this week we were flooded with cards and letters from Fred Hoppin, Byron Hutchins, Glenn Garvin, Wilbur Smith and Paul Wilson. Our feelings are hurt because we have not heard from a single home adviser, and we know that some of the girls are doing excellent work.

But we have slightly revised our original quota. If we can double the number of cards and letters we have received so far, we will set the machinery in motion.

In case some of you didn't read the original message, we suggested that we could outline various kinds or classes of county information work. Then we would invite each of you to send in examples of your work within each class. We would make a display of all the material, and you could look it over during the Fall Conference.

And without checking with the "powers that be," we have toyed with the idea of setting up some "unofficial" times when we could have some bull sessions on information problems for those interested.

3-29-51

Value of Manure Goes Up...

Along with everything else, inflation has hit the manure market. Many of you farm advisers have used an illustrated mat which said manure was worth $3 per ton in increased crop yields.

Well, manure won't grow any more bushels of corn or wheat or oats than it would a few years ago, but the crops are worth more. So we have had to revise the mat.

Manure is now worth $7 a ton in increased crop yields, and the revised mat is in this week's packet to all farm advisers.

A Penny (postcard) for Your Thoughts...

Last week the staff took charge of this column and outlined our need for your thinking on coverage of the Junior Show at the State Fair. Most well-thought-out suggestions could be put on a penny postcard. That's a pretty cheap way to win friends and influence people.

Reach Many People With Many Ideas...

During AAACE meeting Dean Wilbur Schramm made a pointed distinction between propaganda and educational information. Propaganda, he said, is dedicated to reaching a relatively few key people with a single, rather simple idea. Information, on the other hand, is dedicated to reaching a great many people with a great many difficult ideas. Our job in extension is a tough one. The engineers must retool industry. We must retool minds.



Extension Editorial Office University of Illinois College of Agriculture

"Home Grown" Visual Aids...

Keith Hinchcliff happened to see our suggestion for sharing ideas on county information work. He wrote a note the other day and said:

"I like the idea of Farm and Home Advisers bringing examples of their information work to the Fall Conference--but why not go all out and have them bring their home grown visual aids too (slides, models, pictures, movies, etc)? It's surprising how much good demonstration material there is around the counties which might be shared."

And Lake County's Ray Nicholas says he's in favor of the idea and hopes the other 199 will be too.

In Next Week's Mail...

In order to save the cost of the postcards that the rest of you plan to write, we can announce right now that the project is in.

In next week's mail you will receive all of the details--either in a special mailing or attached to this letter.

This will be the trial year. If you like the idea, we will do it again next year.

Short Sentences--Easy Words...

One of the keys to good writing is the use of short sentences and easy-to-understand words. There's no point in writing if people don't know what you're trying to say.

Special Story on Corn Fungus...

Few stories are harder to handle than disease or disaster treats. Overplaying the threat creates undue alarm and often hasty action. Underplaying the threat leads to complacency and no action at all.

That problem exists now with the corn fungus disease Helminthosporium turcicium.

The first stories went out last week from local newspaper reporters. The stories were alarming--probably much too alarming. The College issued follow-up reports which were less exciting, but we hope factual. There has been criticism that the College is not fully aware of the danger.

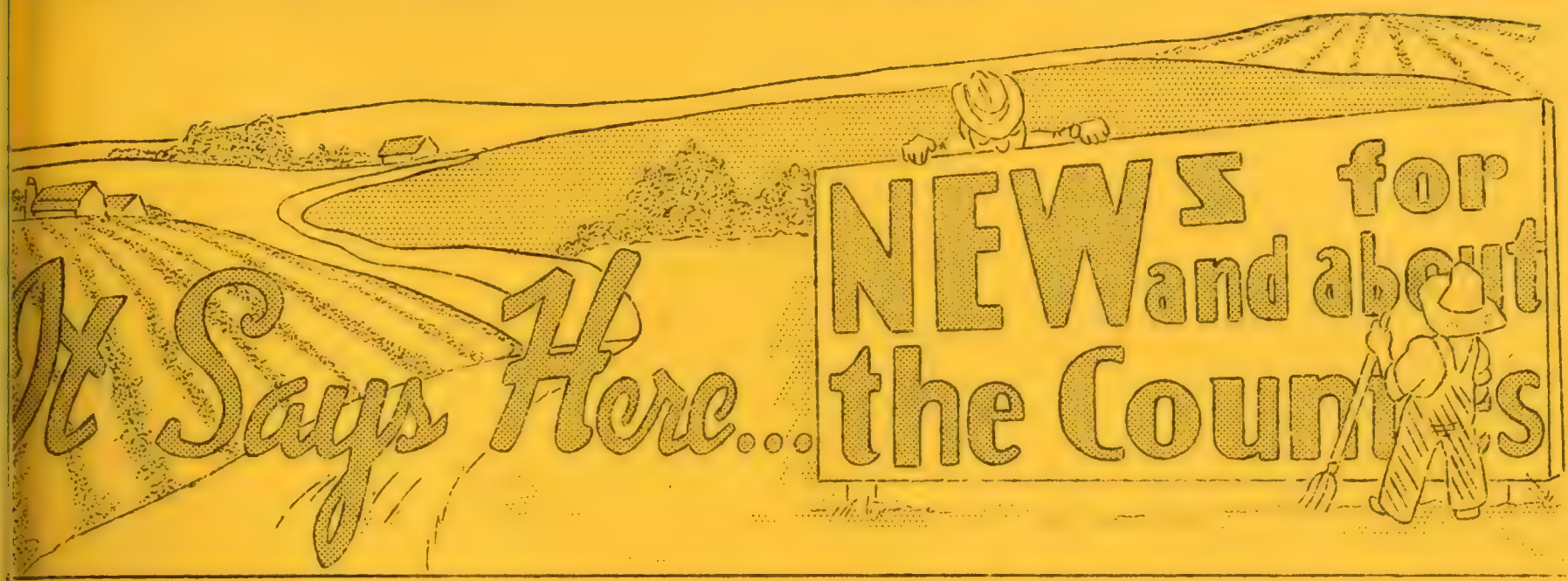
There is no way to know positively just how bad the disease is or will be before the season is over. But farmers need the best information available.

There's a story in this week's packet which attempts to give a summary report as seen by the disease specialists here. It is for your information and use in local newspapers and on the radio.

Spread on Dixon Springs...

Dixon Springs Superintendent Bob Webb sent us a clipping of a half-page picture spread on the Station which had appeared in a recent Sunday issue of the Paducah Sun-Democrat. An excellent coverage and public relations job. It resulted from a visit by the newspaper reporter to the Station during a tour by Kentucky farmers.

9-6-51



Extension Editorial Office University of Illinois College of Agriculture

Any Questions?...

By this time all of you should have received the suggestions on "Sharing Ideas on County Information Work." The dope was mailed out last Saturday.

We don't expect each of you to enter every class. As we've said, this ain't no contest and you don't get no prizes. But if each of you sends along material for some of the classes, there should be a lot of good ideas floating around.

There has been a question as to whether the press entries should be clippings from newspapers or the news service as it leaves the office. We had in mind the story or service as it leaves your office, but if you want to include both the service as it leaves your office and clippings from the newspapers, so much the better.

Other Good Ideas...

We know that we haven't covered all of your good work in the 14 classes. So if you have other materials which you think would be of interest to the group, send them along, and we'll set them up.

We'd like to see all of the newspaper farm and home pages, local posters, homemade publications which you have issued on special problems--and anything else on information.

Two More Cards...

McHenry's Bill Tammeus and Macon's Warren Myers sent along cards voting for the plan to share ideas. So the response has been 100 percent in favor. And just now Madison's Elaine Wendler sends a card of approval with a plug for the "bull sessions."

This Girl Reads Her Mail...

The ink wasn't dry on that last sentence before the second mail arrived with the first entry. That's fast action, and the girl who reads her mail and acts is Lorennie Berry from Piatt County. We've notified the post office to expect a heavy run of mail.

All Set for District II...

Next week most of us will be on our way to Pittsfield and Galesburg for the District II subdistrict meetings on county information problems. We hope all of you in District II are putting down your ideas, your problems and your questions. We'll tell you what we think and why we think it, and we hope you will do the same.

The meeting at Pittsfield is on the 20th and the one at Galesburg on the 21st.

The Future of Television...

Will County's Wayne Churchill is convinced that television will force drastic changes in Extension's way of doing business. He says the new medium is a "natural" for extension education. Farmers in television areas already are staying away from meetings because they would rather stay home and "see and hear" television.

By the end of this month we will have the complete report on the farm television audience in the Chicago area. Work done so far is showing a surprising picture. We'll give you all of the details as soon as we have them.

9/13/51



Extension Editorial Office University of Illinois College of Agriculture

Editorial Entries Rolling in...

Entries of county information work are starting to roll into the office. All of the material looks excellent. So far this week we've received material from Johnson county's Catherine Attebery, Jersey county's Ruth Erl, Mason county's Grace Armstrong, and Will county's Betty Wingrove. (Farm advisers please note that the above entries are all from the feminine members of the county extension teams.)

But making sure the male side of the team is not completely shut out are top-notch entries from dependable Jim Davies, LaSalle County assistant farm adviser. The ratio so far, though, is still five to one in favor of the home advisers.

We would like to have all entries in by October 1 so there will be plenty of time to arrange the displays.

In This Week's Packet...

There's another in the series of Bartlett pictorial charts in this week's packet to farm advisers. It shows the need for food in various countries of the world.

WGN Farm Recordings...

Norman Kraeft, farm program director for WGN in Chicago, will be here next Monday and Tuesday for a tape recording session. The schedule calls for 45 agriculture and home economics recordings during the day and a half he will be on the campus.

Kraeft is also the WGN liaison man on plans for farm television.

The Students Return...

The students are back. The campus is again swarming with young men and women intent upon becoming educated. Classes started Monday.

Personally, this is a time for mixed emotions. It is good to see so many young people so intent upon going to college. At the same time, it is a little discouraging to know how little they will really learn.

Most of the young people associate learning with the formal classroom. They have become accustomed to "being taught." And, for the most part, they accept what is "taught" without question.

Few have stopped to realize that most of their learning--most of their education--will come after they are out of school. Unfortunately, not enough of them are prepared to efficiently continue their learning process when they get out. They have not had enough opportunity to develop their ability to think or their ability to analyze, to weigh facts, to make decisions. Too many have merely developed their ability to remember--to remember at least until the end of the semester.

What does this have to do with editorial work? Just this:

The average college graduate sells or carefully stores away all of his textbooks when he gets through school. From that day on he must depend upon his newspapers, his magazines, his radio and now his television set for his sources of information. These become his textbooks for adult education.

If you do not think that is so, imagine for just a minute what would happen if all the presses and all the stations were closed down for a year.



Extension Editorial Office University of Illinois College of Agriculture

Chief Read Bites Dust...

Heap Chief Flying Fingers Read get strike by thunder-bird arrow in right side. Smoke signal bring medicine man. Medicine man say Chief need appendix out right away. Chief look quick for way out, but none. Appendix out, Chief out, all out but us Indians. Get well quick. Make smoke signals, war dance in big tepee two weeks. Us Indians shoot bull anyway meantime.

(signed)
.....The Indians

Kraeft Makes 45 Recordings...

Norman Kraeft, WGN's hard-working farm director, chalked up 45 interviews with agriculture and home economics specialists during his 2-day recording session here last week. Norm will use the interviews on his early-morning farm show to the tune of two a week during fall and winter. While he was here, we continued exploratory talks, started several weeks ago, on a possible WGN-College of Agriculture television series. Most recent development is completion of a preliminary report showing a large potential rural audience for television in the Chicago area. We'll give more details on this report next week.

Don't Forget the Display...

A reminder: Your samples of information work for display at fall conference should reach us by October 1.

So far we have received 14 entries from 13 different people, the latest from Elinor Scott, Whiteside home adviser. So it looks as if there will be at least a fairly representative sample of county information work to display. All of the samples that have come in

1st Round Information Workshops...

On September 20 and 21 we held district meetings on county information problems at Pittsfield and Galesburg. This completes the first state-wide circuit for this series. There are other important information problems for future meetings if you want them, such as county publications, television, visual aids, etc.

At Galesburg, in discussing use of radio as one part of a balanced county information program, Knox county's A. R. Kemp must have felt like an experienced hand. He's been broadcasting on WGIL, Galesburg, for some years now and at present has four programs a week. Arrangements are almost complete for Home Adviser Wanda Sward to start broadcasting on the fifth day. With the change back to standard time, their program will shift from 6:30 a.m. to just before noon. Either is good for farm listeners

How does "A. R." do it? With a tape recorder. He formerly made his owntapes right on the post. Now they're all recorded at the studio by union engineers.

Also at Galesburg, we saw the regular Friday 2-page farm section of the Register-Mail, handled by Farm Editor Henry Clay. A story on a pasture improvement tour and a column for homemakers, both evidently from the advisers, ranked high among the 16 stories and 3 pictures.

We're really pleased with the way you folks have put some of our recommendations into practice. For instance, Jersey county's Chuck Federman's personal column, Dorothy Footitt's illustrated circular letters in Carroll county, and Earl Bantz's dinner meeting with his Jo Daviess county editors...to mention only a few. We know there are many more fine examples.



Extension Editorial Office University of Illinois College of Agriculture

More About TV Survey...

As you know, there is a good possibility that the College will get some television experience this fall. WGN-TV has asked our help if their proposed farm and home television program goes through.

We wanted to get some idea of what the audience potential might be for a farm show in the station's coverage area. So we asked farm advisers in 12 northeastern Illinois counties within a 75-mile radius of Chicago to send 500 cards each to farmers selected at random from their mailing lists.

Each farmer received a card containing the following questions, which required answers of yes or no:

1. Do you have a television set?
2. Do you plan to buy a television set within the next year?
3. Have you seen a television program during the past month?
4. Would you like to see a farm television program regularly?

6,000 cards sent; 1,043 cards (17%) returned.

Results From 12-County Area...

1. Of the 1,043 farmers answering, 604 (58%) had television sets.
2. Of the 604 with sets, 591 (98%) said they would like to see farm TV regularly.
3. Of the 439 without sets, 334 (76%) said they would like farm TV regularly.
4. Of the 439 without sets, 129 (29%) plan to buy a set within a year.
5. Of the 439 without sets, 274 (62%) saw TV during the month immediately preceding receipt of the card.

Conclusions...

We have answer breakdowns for various distances out from Chicago. For example, 70% of the farmers answering who live within 25 miles of Chicago had sets. Here are some conclusions we can draw:

1. Farmers have television sets. The proportion of farm families owning sets decreases as the distance from Chicago increases. Even so, nearly half of them living 50-75 miles from Chicago have sets.
2. Farmers who do not own sets have access to them. Almost a third will buy sets in the next year.
3. Farmers would like to see a farm television program regularly. Farmers owning sets are almost unanimous (98%) on this point.

Significance...

The city television audience is established. A sizable rural audience is present and growing.

Recognizing these facts, Chicago television stations are in a good position to service a large rural audience with farm programs and, at the same time, promote mutual cooperation and understanding between farm and city people.

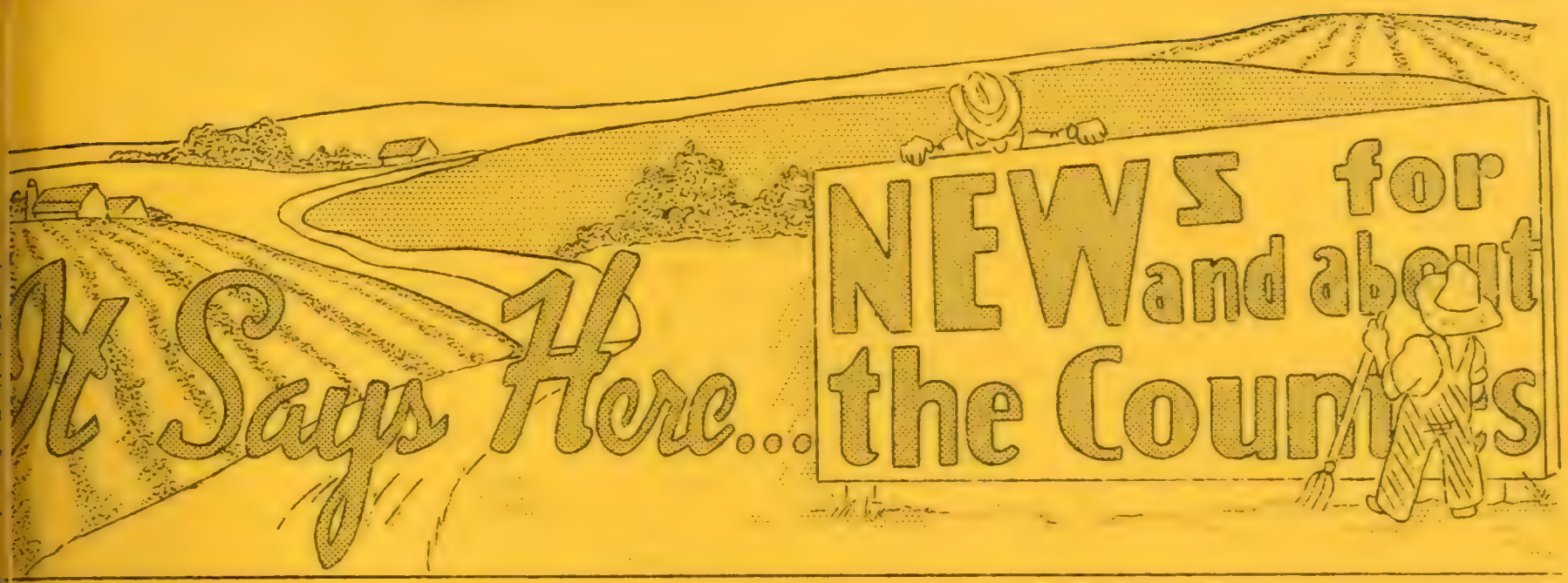
Programs are needed that will:

Appeal to the city viewer in terms of his interests--food, clothing, prices, family living, etc.

Appeal to the farm viewer in terms of his interests, with particular emphasis on encouraging him to produce a better product for his city customer.

Point out to both groups the need for continuing research to increase efficiency of food production and utilization and to improve family living.

10/3/51



Extension Editorial Office University of Illinois College of Agriculture

Day Off for Randolph Rural Youth...

Concrete evidence on how news pays off is volunteered by Glen Coffey of Randolph county. Assistant youth adviser Florine McConachie published a six-month schedule of Rural Youth activities on the front page of the county farm bureau newsletter. Among the educational features listed was a discussion on banking and banking practices. One of the directors of the First National Bank of Sparta saw the schedule and offered to help with the banking program. Result: The bank sponsored a trip to St. Louis for the Rural Youth, where they visited the Federal Reserve Bank and took in the afternoon ball game.

Iowa Farmer Likes Illinois Circulars...

Miss Anna Glover and her publications staff are on the receiving end of a fine compliment tossed their way by a Denison, Iowa, farmer. In a letter received by a national farm magazine and passed along to us, this gentleman says, "Of all the circulars I receive in my home, those from the College of Agriculture at the University of Illinois are best written and illustrated."

FBFM Stories Enclosed...

We would like to call your attention to six farm adviser "special" stories in this week's packet. The stories are promotion pieces for membership drives in four Farm Bureau Farm Management associations covering 58 counties. The stories are labeled "FBFMS Membership Promotion." Those of you outside the areas covered can use them as news stories with slight editing.

Elaine Took Us Seriously...

Some of the rest of you did too. But Elaine Wendler, Madison county's home adviser, took to heart some of Lyman Noordhoff's suggestions on the value of a personal column in a balanced county information program.

According to Mary Ligon of the supervisory staff, Elaine contacted the editor of the Edwardsville INTELLIGENCER and asked if he thought a special column would be worth while. He not only was delighted, but gave the column front page promotion before it started. Several other papers are now carrying the special features.

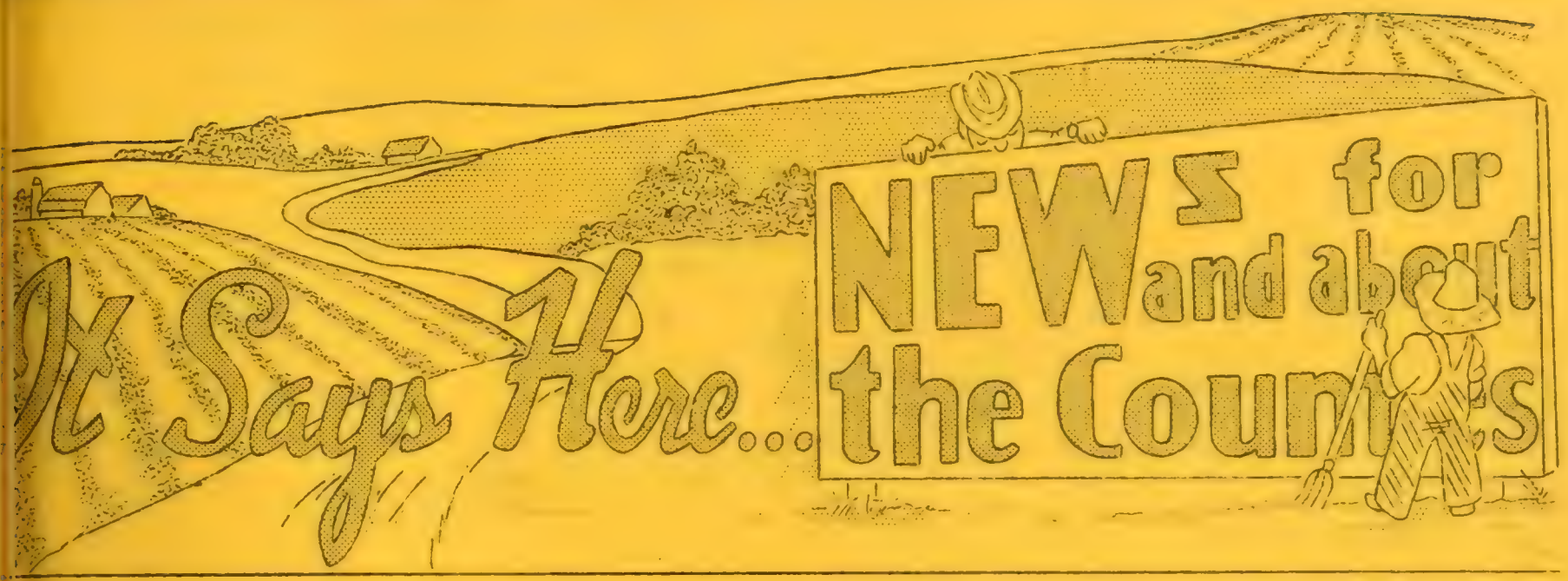
On her public relations side, Elaine uses her column to invite home bureau, PTA, club, lodge, and other interested groups and individuals to meetings. Elaine feels that the column is doing a good job of spreading word about the extension program.

Word Gets Around...

Get off a train in a strange town and immediately have people recognize and greet you. That was the recent experience of I. E. Parett of the I.A.A.

Parett boarded a cab in Effingham, only to be greeted by the driver, "Where to, Mr. Parett?" As he checked in at the hotel, the clerk said, "Oh yes, you're the speaker for the county home bureau annual meeting!" The Effingham women did a good job of promoting their meeting with pictures and stories in the local papers.

10/10/51



Extension Editorial Office University of Illinois College of Agriculture

Getting to the Heart of the Problem...

Meeting here this week are members of the professional improvement committee of the American Association of Agricultural College Editors. These people, who have come from as far away as California and Washington, D.C., are digging into the core of basic problems in information work.

The group does not expect to solve problems at this meeting. Rather, they hope to root them out into the light. Once the big problems are exposed, they will be hammered into bite-sized chunks.

Finding the answers will take time and research. But eventually the committee hopes to be able to give concrete answers to some of your basic questions like, "How effective are information methods, and how much time should I put in on them?"

We Counted 27...

Twenty-seven counties were represented in the idea-sharing "exhibit" on county information work during the fall conference. Frankly, we were surprised and delighted to see that many come in. In the district workshops we found that many of you are doing a better job, perhaps, than we had given you credit for. The display in the conference room last week certainly confirmed that fact.

A spot check of comments on the cards you turned in shows that there is considerable interest in more informational help in both district and state conferences. And your No. 1 problem is connected in some way with developing better working relationships with editors.

We will take a closer look at the cards to see what more they can tell us.

Stage Whispers...

It was hard to pass up an opportunity during the conference to talk shop. Here are just a few of the random comments we picked up:

Arlene Wolfram, Mercer county, on use of photos in newspapers: "They tell me a picture is worth a lot of words, and I believe it. A picture with a story attracts more attention than a story alone. Pictures showing projects we work on in meetings are promoting wider interest in the extension program. We work closely with the local papers, and they cooperate by sending photographers out to the meetings."

Stanley Sims, Calhoun county, on personal columns: "The column is getting me acquainted with farmers I didn't know before. It seems to break the ice by giving us something to talk about when we first meet. Sometimes it's the fact that the farmer may not agree exactly with what I've written that brings him in. Once he's in, the contact is made."

Mrs. Hazel Adams, McDonough county, on follow-up stories: "Follow-ups get good treatment generally by both newspapers and radio. Many women who have missed meetings have told me they got the essential information in the newspaper story. Club representatives and others who read about extension meetings constantly ask for repeat demonstrations for their groups."

Rural Community Workshop...

Enclosed in this week's packet you will find two mimeographed sheets telling all about the Rural Community Workshop at Allerton Park on November 20-21. Also enclosed is a fill-in type story for you to rework for your local papers.



Extension Editorial Office University of Illinois College of Agriculture

Here's What You Said...

During the Fall Conference you were good enough to express your views on the plan for sharing ideas on county information work. We asked three questions, and here is what you said:

1. Do you want this idea of exhibits of county information tried again?

Out of 142 who answered the question, 137 said YES; 4 said NO, and 1 said it was immaterial.

2. Would you rather see the idea used at the state conference or at district meetings?

Out of 144 who answered the question, 80 voted for the state conference; 45 for district meetings; 11 for both state and district; 5 for neither; 1 didn't know, and 2 said it was immaterial.

3. Would you like to see the material rated or scored?

Out of 144 who answered the question, 76 said YES: 60 said NO; and 8 had reservations of one kind or another.

Without making a detailed statistical analysis of these data, it seems safe to draw these conclusions: Nearly all of you seem to feel that the idea is sound. You voted two to one for the state conference over district meetings, but you are about evenly divided on the suggestion of scoring the material.

We will pass along your views to the supervisors.

About That Fourth Question...

We've not had time to thoroughly study your replies to that fourth question. You'll remember we asked this: Besides not having enough time, what is the major problem affecting the use of information methods in the county?

Your answers were pointed and significant. Most of you indicated problems that could be solved. Some of you are faced with situations that can't be easily remedied.

We will give you a full report as soon as there has been time to group the replies into major problem areas. Here are some spot answers:

"Lack of cooperation. Newspapers, radio and extension workers all at fault."
"I do not feel qualified to write good reports."
"Lack of training and experience in editorial work."
"Accurate reporting."
"Better techniques and approaches needed."
"Selecting information."

Well, that gives you an idea. Hope to have the summary ready by next week.

Farm Advisers Will Receive...

In the packet this week are two items for farm advisers. The first is a set of three mat layouts on the Farm Record Book, along with suggestions for using them.

The second is a copy of the program for Cattle Feeders' Day.



tension Editorial Office University of Illinois College of Agriculture

What Are Your Problems?...

Last week we promised to give you a tabulation of your replies to this question: "BESIDES NOT HAVING ENOUGH TIME, WHAT IS THE MAJOR PROBLEM AFFECTING USE OF INFORMATION METHODS IN THE COUNTY?" That summary is attached to this letter, and we think you will enjoy looking it over.

There were 117 replies. Ninety percent of them fell into five major areas. The other ten percent had to be classed in the familiar "miscellaneous."

The top-ranking problem seems to be lack of adequate training in the use of information methods. Of all the replies, 40 (34 percent) placed this item as the number one headache.

In second spot, and closely related to problem one, was "unsatisfactory press relationships." Thirty of you (26 percent) said that was your major worry.

Coming in third with 15 votes (13 percent) was "inadequacy of material from the state office."

Fourth, with 11 votes (9 percent), was "Lack of audience acceptance," and fifth with 10 votes (8 percent) was "inadequate coverage by press-radio outlets."

Well, that's it. That's what you said. If provision could be made for more and better training in information methods and more satisfactory relationships with newspapers, 60 percent of you would have your problems solved.

Now, what are we going to do about it? As the old saying goes, "Barkis is willing."

11/1/51

What Are the Solutions?...

Once you figure out exactly what your problems are, it's not so tough to think about solutions. There are a number of possibilities. Which ones are used or whether any are used is pretty much up to you people in the counties.

The district conferences this year attempted to get the over-all county information job in focus. There wasn't much time for detailed discussions of specific problems.

So perhaps one solution would be to tackle specific information problems at district conferences. On a workshop basis we could take up such items as "Writing Educational News Stories," "Organizing and Writing That Personal Column," "How to Organize and Produce an Educational Story on Slides," "Selection and Ways to Use the Tape Recorder," "Writing Feature Stories for Farm and Home Magazines."

Another way might be to concentrate all of this material in a major workshop on information methods which might last three or four days or even a week. Such a workshop would be held here on the campus, and we would bring in the best authorities we could find on the various subjects.

Annual dinner meetings with press-radio editors offer one of the best ways to improve relationships with these people.

Another possibility would be for two or three counties to go together and hold an all-day conference with editors. We would be glad to help with such a program.

Now, we would like to have your ideas.



Extension Editorial Office University of Illinois College of Agriculture

Your Thoughts on This Dilemma...

Here's a neat dilemma that's hard to figure out. Take a look at it.

Fact 1: Research shows that mass information methods influence more farm changes than other methods. Personal contacts influence 17 percent of the changes; group contacts influence 26 percent of the changes; and mass information methods influence 38 percent of the changes; while 19 percent result from indirect influence. (From a summary of studies by USDA's M. C. Wilson.)

Fact 2: Illinois county extension workers report that their major problems in making effective use of mass information methods are LACK OF TRAINING and UNSATISFACTORY RELATIONSHIPS WITH EDITORS. Sixty percent of the advisers list these two problems as most important.

Fact 3: A recent survey by the College of Agriculture shows that nearly a third of the agricultural graduates in the last 5 years have taken first jobs in the field of education. It is reasonable to assume that most of these graduates are in positions requiring dissemination of agricultural information.

Fact 4: The College of Agriculture requires no undergraduate training in the field of information methods or editorial work. This year only about 1 percent of the eligible agricultural students are taking the one ELECTIVE course offered in that field.

There's a free cup of editorial office coffee for each of the best ten solutions to the dilemma.

11/8/51

Speaking of Facts...

Sometime ago Robert Leigh, assistant director of Alabama Polytechnic's Research Interpretation Council, conducted a study to find out how many improved ideas about farming Alabama farmers were using and where they got the ideas. This is what he found out:

1. The average Alabama farmer reported using 23 ideas about improved farming practices.
2. 56 percent of these ideas came from mass information outlets.
3. 20 percent of the ideas came from group meetings.
4. 24 percent of the ideas came from neighbors and friends.

In other words, Alabama farmers said they got more new ideas from press, radio, bulletins and visual aids than from all other sources.

Hers's a breakdown of the answers on specific mass information outlets: farm magazines, 14%; newspapers, 13.6%; circular letters, bulletins, and circulars, 10.8%; radio, 10%; visual aids, 8%.

In This Week's Packet...

There's an interesting story on concentrated milk all wrapped up in mat form in this week's packet to farm advisers. The mat is another in the series prepared by Dr. Bartlett.

Distribution of Educational Mats...

During the November district meetings you will be asked to give your views on procedures for handling future distribution of educational mats. We need your advice.



xtension Editorial Office University of Illinois College of Agriculture

International Circular Letter...

This is an item about two excellent projects--building international understanding and using illustrated circular letters. Both are credited to the energetic extension crew in Whiteside county.

There came across our desk the other day one of the most striking and attractive circular letters we have ever seen. It was addressed to the Rural Youthers of Whiteside county, and the headline read "Whiteside Rural Youth INTERNATIONAL FRIENDSHIP PROJECT--A Community Service Project With International Implications."

The body of the letter was surrounded by attractive sketches of foreign scenes and costumes. There was a Dutch boy and girl, a Hawaiian dancer, a Mexican youth with a broad hat. And there were others.

It was impossible to put this letter down without reading it. And this is what we read: "Would YOU like to entertain one or two youths from Copenhagen, Delhi, Peking, Terre del Fugo, or Buenos Aires in your home over the Thanksgiving holidays?"

The invitation to build international understanding went on to explain that 37 students of the Universityof Illinois would be guests of the Whiteside County Rural Youth group over the holidays.

According to visual-minded Frank Shuman, all of the credit for both the project and the letter goes to Youth Director Garland Grace, Assistant Farm Adviser Ralph Johnson, and Office Secretary Marilyn Geerts. Illinois takes off its hat to the Rural Youthers of Whiteside county.

Recognizing 4-H Leaders...

If all local 4-H volunteer leaders resigned today, the 4-H Club program would collapse tomorrow. We sincerely believe that. Next week many of these leaders will be recognized at the State 4-H Volunteer Leaders' Day and Banquet in Springfield.

Part of this recognition, of course, results from letting other people know about the contributions of the men and women who guide the local clubs.

We are anxious to be of what help we can. As you know, we will have tape recorders on hand for you to use in making recordings with your delegation. (Be sure to bring your own tapes.) Arrangements are being made to take pictures of some of the county delegations for newspapers requesting them. Personal invitations have gone out to the daily newspapers with farm editors.

More About Recordings...

Bill Mason, assistant farm radio editor, will have a tape recorder at the International Friday afternoon and Saturday morning, November 23 and 24. If you want recordings of 4-H Club members entered in the Junior Feeding Contest, bring along an extra tape, and Bill will be glad to work with you. Get in touch with Bill before the 23rd, or see him up there. Messages can be left at the Junior Feeding Contest Headquarters.

Jack Murray will be in charge of Club Congress recordings. If you want a recording with your delegates, bring a tape and see Jack--or send a tape with one of the delegates.



Extension Editorial Office University of Illinois College of Agriculture

The Proof of the Pudding...

Jersey county youth assistant Charles Federman sent in one of the best examples we've seen of advance and follow-up newspaper coverage on 4-H Achievement Day.

In a letter to Bob Jarnagin, Chuck says, "This paper is a county paper and has a circulation of over three thousand. It reaches most of the homes in the county."

Chuck modestly pointed out that he thought the paper had done a pretty good job. Here's what that "pretty good job" looks like:

There was a 4-column banner headline on the advance story which ran nearly a column long. A 2-column, 3-line feature head called attention to the first follow-up story, which carried the pictures of three Jersey county state 4-H winners. The final follow-up, which took up much of one page, had 7 pictures and a couple of columns of type.

Altogether the paper devoted more than 45 column inches to stories and 75 column inches to pictures in telling the folks in the county about 4-H Club work.

The Stories You Need...

From McLean county, Gene Mosbacher sent word that farmers needed more information on the relationship between the damage of leaf blight and corn stalk rot. He asked plant disease specialist Benjamin Koehler if he could prepare some material and suggested that we use it for a news story.

As a result of the tip, we pushed the story out to all dailies in the state for release last Saturday. You probably saw a copy in your information packet.

In Front of the Crowd...

This is a little late for comment, but all of you should take a bow for your leadership in the use of newspapers and bulletins.

If you looked at the statistical summary handed out during the Fall Conference, you probably noticed that you are way out in front of the crowd both in news articles published and in bulletins distributed.

To refresh your memory, the average county agent last year had 104 newsarticles published. Farm advisers in Illinois averaged 342--more than three times as many.

The average U. S. home agent had only 96 news articles in the local papers, while Illinois home advisers averaged 316 each.

You also distributed about twice as many bulletins during the year as the average county extension worker.

On use of radio, though, our showing is not so good.

A Stack of Mail...

The home economics editorial girls here just brought in a stack of mail and said, "This proves the power of the press."

All of the mail resulted from a short squib used in one of the Chicago newspapers and on station KXIC, Iowa City, saying that directions were available for making a laundry cart.

Although only a small percentage of the people will ever write in for material offered on the radio or in a newspaper, that's one way to make sure you're being heard and read.



Extension Editorial Office University of Illinois College of Agriculture

Notes From Club Congress...

Some of the most influential editors in the country are giving full and complete attention to one story this week. That is the story of 4-H Club work.

Editors from the national farm magazines, from the big city dailies, the press associations, the slick paper weeklies and the county weeklies--they are here in Chicago at Club Congress. They have one objective--to help tell the people about the farm boys and girls of the United States who are working and playing as members of the 4-H organization.

Chicago radio stations, the networks, and local and coast-to-coast television shows have set aside big chunks of time--costly time--so that more people will know and understand the why and the how of 4-H.

The story of 4-H is being told: dramatically, impressively, through hundreds of outlets to millions of people.

But wait a minute. Is the story being told? Is this the story--the right story? The awards? The winners? The scholarships? The dinners? The trips? Is it?

Or is the story of 4-H the story of the boy or girl down the road who has learned to have a little more love for farm animals, who has become excited about higher standards for crops, for health--for himself as a person? Is that the story?

Or is 4-H the story about the boys and girls who have learned there are many things to be accomplished by working together that can't be accomplished by working alone.

11-29-51

Club Congress Continued...

The answer, of course, is that 4-H is not one story. It is many stories. The Club Congress is one story, and it is being told. If many of the other stories are told, though, you people in the counties will have to do the telling.

And even though this has been said many times before, some of the best stories are told--and will be told--by the local editors who have been helped to know 4-H. You can help.

* * * * * *

Press-radio-television coverage of the Congress is a tribute to efficient coverage organization.

So far (Monday) more than 75 press-radio editors have registered. All of them want the regular material prepared for them. Most want special services.

More than 30 press conferences are scheduled. For each of them, arrangements must be made for the press photographers, the press association editors, the feature writers.

Here's the radio-television picture: More than 40 live radio network shows. Countless numbers of local programs. At least 10 network television shows, with 6 of them going coast to coast. As of now there are 14 local television programs on the schedule.

Before the week is out, the radio recording unit will have chalked up between 500 and 600 tape recordings.

That's something of the coverage job of the 1951 4-H Club Congress.



Extension Editorial Office University of Illinois College of Agriculture

Recognizing 4-H...

A couple of weeks ago we mentioned the excellent advance and follow-up news coverage on Jersey county's 4-H achievement activities.

No sooner had we pulled the item out of the typewriter than in flew another topnotch example from Hazel Barackman, Bureau county home adviser. Her "proof of the pudding" consisted of clippings from the Princeton papers.

And before we could turn around, Youth Editor Bob Jarnagin called our attention to the eye-catching spread on 4-H Club work in the Bloomington Pantagraph.

Now we suspect the woods are full of such good examples. If the flower fund were not so low right now before Christmas, we would send four-leaf clover bouquets to all of you.

Hog-Feeding Publication...

Information-minded livestock specialists Harry Russell and Dick Carlisle obtained a copy of USDA publication, "How Heavy Should I Feed My Hogs?" for each farm adviser. Your copy is in the packet. It is a good source of information for local news stories and radio programs.

Sheep Management Mat...

These same two specialists have started the wheels moving to turn out some educational mats on livestock problems. The first one, on sheep management, is in this week's packet along with a supporting news story for your use.

Speaking of Educational Mats...

Thanks much for expressing your views on the way the distribution of educational mats should be handled.

Unfortunately, a preliminary count indicates a fairly even vote between Option I and Option III. We hope soon to discuss this problem with the supervisors and to work out an acceptable operating procedure.

As you have learned from extension experience, there is probably no one plan which will be completely satisfactory to everyone.

Temporarily, at least, we do have some help with art work. We want to make the most efficient use possible of this help. So if you have suggestions for subjects which you would like to see treated in educational mat form, give us the benefit of your thinking.

Annual Report News Stories...

County annual reports are due next Monday. Most of you probably have yours written by now. Perhaps you already have your copy in the file--neatly tucked away where none of your farmer or homemaker clients can see it.

Why not bring it out in the open? Why not tell the people of your county what extension accomplished in 1951? Why not write a series of news stories based on your work during the past year? Why not?

What are the problems? How were they attacked? What was accomplished? What are the big jobs for 1952? Those questions are all news story leads.

12/6/51



Extension Editorial Office University of Illinois College of Agriculture

A Benchmark of Progress...

Soon we will say goodby to 1951. As we do, most of us will pause briefly to take stock. In an informal way, perhaps, we will measure our accomplishments against what we had hoped to accomplish when 1951 was just a babe.

Here in the editorial office we will credit 1951 as the year the first series of district information conferences were held. But where do we stand now in county information work? Let's take a look.

An Editorial Review...

Just in case you misplaced your copy, we are enclosing the "Editorial Review," the news publication born at the district meetings. In it and at the meetings we attempted to establish the six points which we felt were essential in a well-organized, efficient county information program.

If you have time before the end of the year, we would certainly like to have a note from you on the over-all status of your information program.

Point 1: Get acquainted with and know personally each newspaper and radio editor in the county.

You'll remember we suggested a number of possible ways to accomplish this point. We included personal visits with the editors, inviting them to serve on county extension committees, and holding annual dinner meetings.

Point 2: Establish a regular weekly service of information materials to all newspaper and radio editors.

Identify yourself and your county on the news service masthead. Make your material attractive to the editors.

Point 3: Consider a personal column as a part of your weekly news service.

A column offers you an opportunity to establish a more personal relationship with the audience you are serving.

Point 4: Make the most effective use of radio facilities available to the county.

Consider a regular radio program of your own, or share time with other agricultural leaders. Use a tape recorder to broadcast over distant stations.

Point 5: Originate and use illustrated circular letters regularly as a means of getting information to farm people.

The circular letter is fast, efficient and inexpensive. But it must be attractive to make the message effective.

Point 6: Improve county farm bureau publications if they are to play a role in your information efforts.

There are exceptions, but most county farm bureau publications need improvement in both make-up and content.

Those Were the Six Points...

Those were the six points. Where do we need to go in 1952?



Extension Editorial Office University of Illinois College of Agriculture





Extension Editorial Office University of Illinois College of Agriculture

The Art of Communication...

The other day we made the observation that the job of Extension was basically a job of effective communication. And that maybe if we gave just a little longer look at just what communication is, we could do a better job. This is what we were trying to say:

Communication is simply the conveying or transmission of "something" from the mind of one person to the mind of another. That "something" can be a fact, an idea, an opinion, an attitude, an emotion--or perhaps a number of other things. If the communication is done well, that "something" is conveyed or transmitted with as little "loss" as possible.

The simplest kind of communication is where two people sit down and talk together. We say they are "exchanging" ideas or information. Actually, there are two processes of communication going on. And all of us know that even in this simple process it is sometimes hard to communicate our ideas or opinions or facts effectively. We say, "You don't understand what I'm trying to say." Or we say, "No, you just don't get it."

Now, there may be a number of reasons why the person we are talking to doesn't get it." One reason may be that we are using words and phrases and expressions he is not familiar with. Or he may have built up attitudes, prejudices and emotions which "block" the signals we are trying to get across. There are other reasons.

In Extension, the job of communication usually is a little more difficult. In most cases, there are three people and three minds involved.

First, there is the person who has the knowledge or information--the specialist, the scientist, the author of the bulletin.

Second, there is the person who is the audience--the farmer,homemaker, 4-H Club member.

And third, there is the Extension worker who is the interpreter or the "communicator."

The job of the interpreter or the communicator is to get the information from the mind of one person and transmit that information to the mind of another. It is a 3-way process, and the successful communicator is proficient in each of the three phases of the process, like this:

1. We must know where and how to get the information we want to transmit. We must know how the scientific mind works. We must understand the subject being discussed or written about by the scientist. And we must be able to apply the information in terms of the needs of our audience.

2. We must know the audience we are trying to communicate with. We must know how they think and why they think that way. We must know about prejudices, attitudes, educational levels.

3. We must know the techniques of conveying information. This means the person-to-person approach, the group approach and the mass approach. We must know the strong points and weak points of each method.

That, as we see it, is the job of Extension. If we are successful communicators, we will be successful Extension

IT SAYS HERE (Supplement)

Special to Farm and Home Advisers

A COPY OF TV SURVEY ENCLOSED

Your copy of the results of our informal rural television audience survey is enclosed. As you may recall, we wanted to get an idea of what the audience potential might be for a farm TV show in Chicago. Advisers in 12 northeastern counties each sent 500 cards to farmers selected at random from their mailing lists.

Since the survey actually was only a spot check and not a scientific study, no attempt was made to project the figures. But from one standpoint, it already has served a useful purpose.

WGN-TV officials tell us that on the basis of the report, they have initiated an experimental noon-time market show, sponsored by the Chicago Board of Trade and the Mercantile Exchange. WGN farm director Norm Kraeft teams up with livestock reporter Butch Davis to present the daily show.

We are convinced that television has a long and useful life ahead in Extension education. Serious and detailed planning of actual programs gets under way here this week.

-30-

Letter to Mary and Dave Gilmore

A Note of My Recent Activities

Dear Mary of the results of our informal card tabulation which ended recently in stalemate. As you recall, we decided to put an item on what the audience preferred after the show in Chicago. Whereas in 12 performances together each had 50% only in Denver (where we did a matinee and evening performance on the same day) did Dave edge out Mary by a little.

Since the survey actually was only a tool about and not a scientific study, no attempt was made to project the figures. But Dave can rejoice, it already has earned a useful purpose.

Seriously speaking (all we that we can really do is the best, then leave ourselves to subconscious cross-fire writer views, processed by the Chicago Board of Trade and the Intercontinental Exchange. Let them decide! Dave Kenedy keeps my wife informed regarding Santa Cruz to prevent the daily chore.

We are pursuing that television for a long and useful life ahead in Entertainment education. Curtiss and Gilchrist Studio of natural progress will make very fine talk here.

-2-



Extension Editorial Office University of Illinois College of Agriculture

Sims Sold on Personal Column...

If some of you still wonder whether a personal column would be worth the time and effort, you might talk with Stanley Sims the next time you see him.

Here are some quotes we picked up from Stan's annual report on Calhoun county Extension activities for 1951.

"As a result of the District Conference on information problems held at Edwardsville, ...I was encouraged to write a personal column. There are two local papers--the Calhoun News and the Calhoun Herald. Both papers receive the same news each week.

"This column has aided me in reaching many farm people that I could not have possibly reached by personal contact. In fact, the people I meet for the first time make the comment: 'I see your picture in the paper,' or 'I read your column.'

"The personal column is an excellent way to notify farmers concerning Extension activities."

That says it pretty well.

Speaking of Columns...

Tazewell county's C. F. Bayles took a look at the jobs to be done in 1952 and decided a weekly personal column might be one of the best hired men he could get.

He was in the office not long ago discussing some of the ways and means of getting the column started.

We would guess that C. F. will "meet" more new Tazewell county people in 1952 than he did in 1951.

We'd like to hear from some of the rest of you who started columns last year.

1/3/52

Hancock County Uses Radio...

Farm and city people in Hancock and surrounding counties can tune in to WCAZ, Carthage, every day at 1:15 and hear an excellent local farm and home news show.

According to Assistant Farm Adviser Curt Eisenmayer, the daily radio program is a cooperative venture with the county extension team joining hands with other agricultural leaders in the county.

Here is a rough idea of the daily schedule:

Monday--PMA, FHA, MPC, rotating
Tuesday--FFA
Wednesday--Eisenmayer, SCS, rotating
Thursday--Vocational home economics
Friday--Home adviser and home bureau
Saturday--Farm Adviser George Reid

Eisenmayer is responsible for scheduling the show, and he says they try to get programs lined up three months in advance.

Three-Way Educational Cooperation...

The local newspaper and local business firms have joined hands with Hamilton county's Francis Kittinger to promote improved poultry and dairy production in the county.

The result is a regular full-page newspaper spread on each of these problems in the McLeansboro Times-Leader. Francis furnishes the editorial material for the pages. The local business firms support the program and help pay for the page through special tie-in ads.

The advantages are numerous--and obvious. The newspaper is reaching people who probably wouldn't be reached any other way. The editor is interested in the educational program. So are the local business firms. Everyone benefits.

Reprinted from January 3 issue of Effingham Daily News

THE LAMP LIGHTER

By F. F. McNaughton

Did you get that postcard?

———

The one about hens.

———

700 of you got them Wednesday.

———

700 more should get them in the same mail with this paper.

———

It asks 12 questions.

———

It can mean money to you.

———

That is, it can mean cash to you if you give the 2 minutes time it will take to jot down the answers and drop the return half of the postcard in the mail box, already addressed to Farm Adviser Clinton Cutright.

———

It requires NO postage.

———

But one Beecher City farmer thought it was so important that even over the ice he brought his reply in person to the Farm Bureau at once.

———

But one reply, a dozen replies, even scores of replies are inadequate. HUNDREDS of replies are needed.

———

Basic decisions are to be made on the results of this survey.

———

Everybody knows, as the card says, that "for years, Illinois farmers have been selling eggs at lower prices than elsewhere."

———

Acting as a result of the new egg law, the Effingham County Farm Bureau has decided to correct this

———

· if farmers will cooperate.

———

One thing sure: Other nearby counties are going to do something about it. Not 10 minutes ago, J. B. Turner, Fayette county farm adviser, was in asking me to come to a BIG meeting on this subject on January 10 in Vandalia. They are so excited about it over there that Harry Rogier, the banker, telephoned me personally and also invited me to come over to the January 10 meeting.

———

Poultry is a $1,482,000 business in Effingham county.

———

It deserves attention.

———

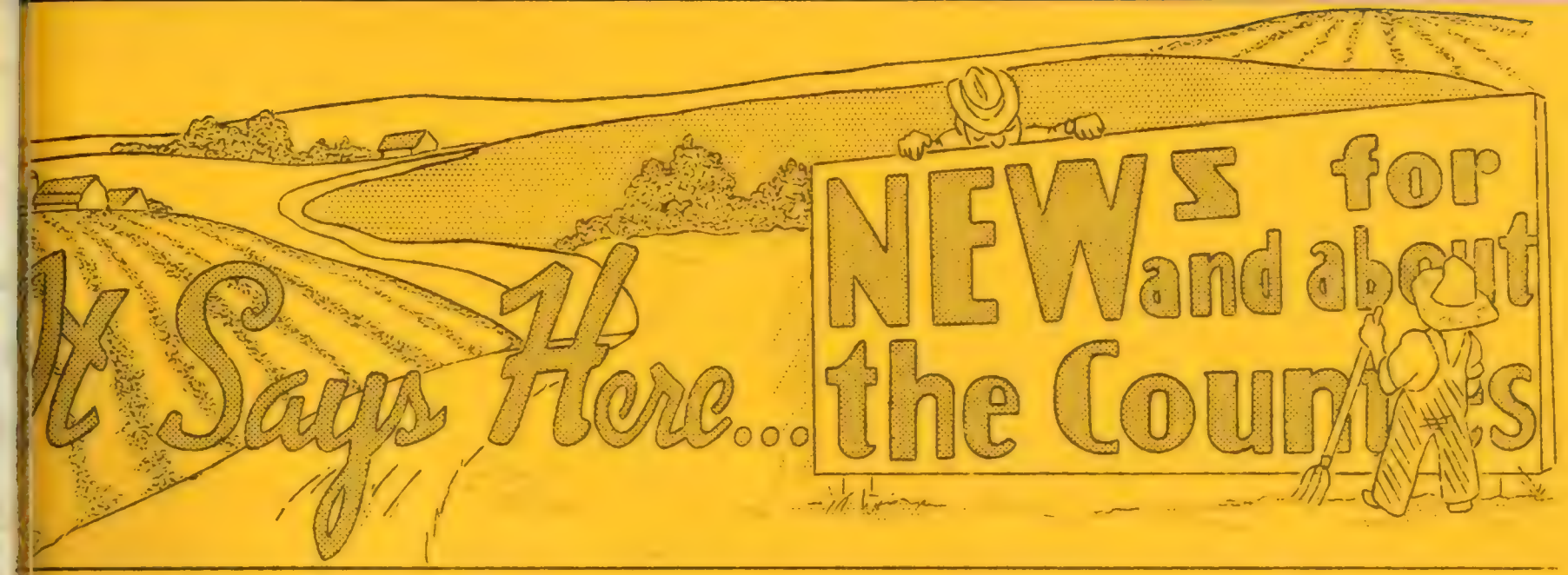
Please mail the card in.

———

(Any farmer not getting one should ask for one.)

———

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tension Editorial Office University of Illinois College of Agriculture

Farm and Home Week Promotion...

There are a number of items in this week's packet--all designed to help do a better job of promoting and covering Farm and Home Week here on the campus January 28-30.

All of you home advisers will find a suggested illustrated circular letter which you may want to reproduce and send to your county homemakers. The folks around here rate this year's Farm and Home Week program for women just about the best that's ever been planned.

Farm advisers will find a similar suggested letter which might be reproduced and sent to selected farmers in the county.

Tape Recording Plan...

Many of you may want to take advantage of the radio tape recording facilities which will be available each day in Room 41, Greogry Hall. The complete details on this service are enclosed in this packet. If you plan to make recordings, we should appreciate it if you would check the day and the hour that would be convenient for you.

Special Radio Broadcasts...

For the important audience who won't be able to come to the campus for Farm and Home Week, we have arranged a special series of broadcasts on University station WILL.

There is a story in the packet which tells about these broadcasts, including the complete daily schedule. You may want to send this story to all of your local papers.

/10/52

Impact of an Interested Editor...

Monday W. D. Murphy sent us the front page of the January 3 issue of the Effingham Daily News. With the page, he attached this note:

"Here's what an interested editor can do. Of course, someone did something to interest the editor."

Murphy's pleasure--and our pleasure--came from Editor F. F. McNaughton's column, "The Lamp Lighter," which is avidly read by Effingham county and other southern Illinois readers.

We enjoyed the column so much that we are taking the liberty of reprinting it on the attached page.

The interest and confidence of citizens such as Editor McNaughton are essential to the success of our extension efforts.

Advance, Build-up, Follow Through...

We went to Bob Slayton's Mason county silage tour the other day. In spite of snow and cold, there was an excellent turnout of farmers. Bob was pleased; so was livestock specialist Dick Carlisle.

When we came back to Bob's office to thaw out, we picked up copies of Bob's promotion efforts for the tour.

In early December, Bob put out his first "advance" story. It was a feature story on the use some of the county farmers were making of surface silos. Pictures were included. Then mention was made that these surface silos could be seen on the coming-up tour.

A week or so ahead of the tour, Bob ran another story or two in the local papers and sent out an illustrated postcard invitation to "build up" the interest.

Now he plans to "follow through" with a complete news report on the successful tour.



Extension Editorial Office University of Illinois College of Agriculture

Ohio Agents Survey Radio Listening...

Here's a report from the Ohio Agricultural Extension Service which we think will interest many of you:

"How interested are farmers in farm radio programs?

"This question bothered three Ohio county agricultural agents and one associate agent, and they set out in special study problems this past summer to find out.

"Radio listening habits of farm people were surveyed in three northwestern Ohio counties--Allen, Auglaize and Putnam. In Hocking county, both radio listening and newspaper reading habits were checked.

"County agent Herbert Hadley, Allen county, County agent O. L. Musgrave, Putnam, and Associate agent F. G. Wiley, Auglaize, pooled their talents and drafted a questionnaire that was mailed to every farmer in each of their counties. County agent Harold Ruggles had a similar questionnaire, that also included newspaper queries, for use in Hocking county.

"Because the survey form was identical for the three northwestern counties, the results can be summarized for the three, as follows:

"Of the farmers replying to the questionnaire, 96.6 percent said they listened to the farm radio programs, 523 said they listened between 5:30 and 7 a.m., while 772 indicated they listened between 12 noon and 1 p.m.

"Attempting to learn what types of information farmers would like to hear more about on the radio programs to which they listen, the agents listed five types of material and asked farmers to check the one about which they wanted more on the air. This is how they voted:

"General Farm News, 403; Improved Farm Practices, 317; Farmer Experience Stories, 144; 4-H and FFA Activities, 46, and Calendar of Events, 44.

"Nine percent of the farmers voting indicated they had television sets, and 24 percent said they had radios in their barns.

"Results of Ruggles' survey in Hocking county were somewhat similar:

"Ruggles also found that the column he writes each week for a local newspaper is read by nearly 1,100 farm families. As with radio, the survey indicated that 700 farmers would like to see more information about production practices in crops and livestock in his column, and 500 would like more timely suggestions of things to do.

"After reviewing the survey results, the agents summarized their feelings about their information activities in this fashion.

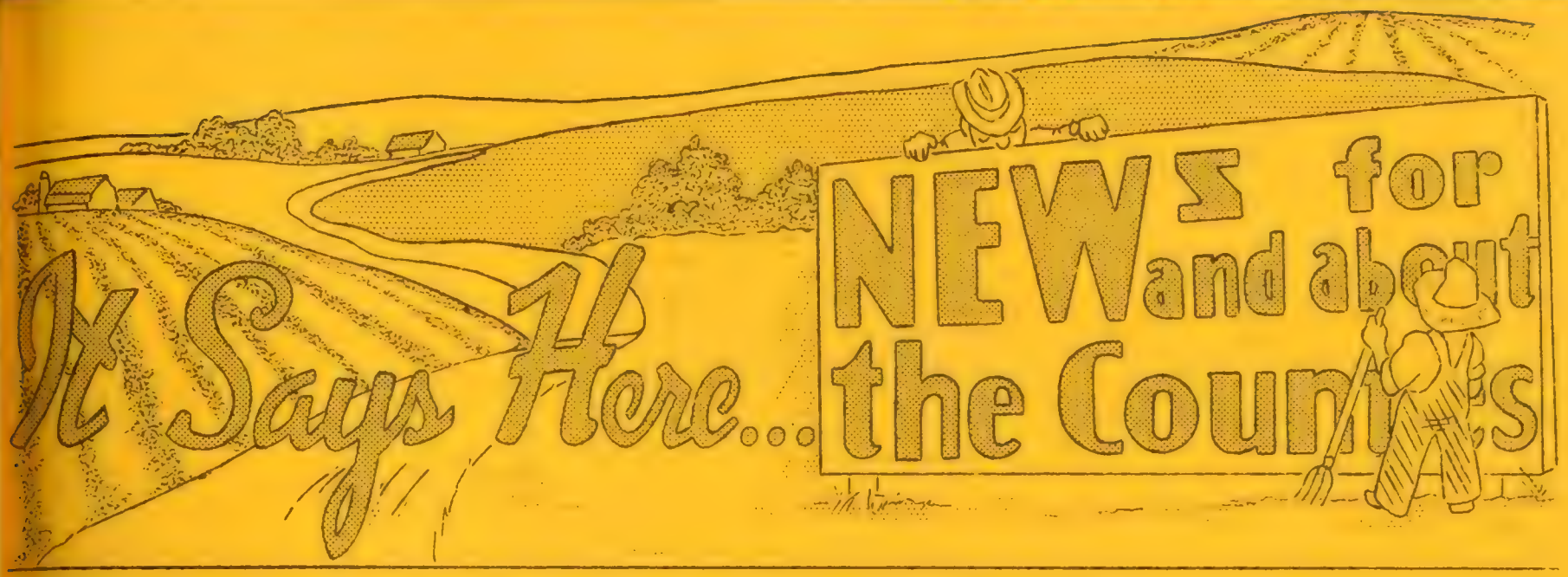
"Hadley: 'There is a place for both an area and a local (radio) program for the dissemination of farm information by the county Extension workers.'

"Musgrave: 'Radio is an excellent source for disseminating agricultural information, especially through the larger area of radio listening audience.'

"Wiley: 'It is important to have some radio contacts, not only to pass on farm information, but have outstanding 4-H'ers and other farm people appear on radio broadcasts. This, to me, is a highlight in their lives and also helps pass on useful farm information.'

"Ruggles: 'It would appear that I'm doing a fair job of reaching the people in the county with agricultural information by newspaper but need to do something to reach more people by radio.'"

1/17/51



Extension Editorial Office University of Illinois College of Agriculture

Two Birds...One Typewriter...

Morgan-Scott home adviser Frances King gets double duty from her news typewriter. Frances has had a radio program for some time. One day her county information chairman, Mrs. Theodore Pierce, suggested to Cecil Tendick, farm editor of the Jacksonville Journal-Courier, that the material used on the radio would make a good news column. Editor Tendick agreed. Now Frances is a columnist in the Journal-Courier with no extra effort.

This is another way of saying that all your county newspapers and all your county radio stations should get copies of your REGULAR, WEEKLY NEWS SERVICE. You can make carbon copies, mimeo, or ditto--just so the copy is neat, clean and easy to read by the dim light of a linotype machine.

"As Attractive as a Seed Catalog"...

During the editors' meeting here on the campus last summer, President Stoddard said something like this:

Our educational information material is in stiff competition. Our news stories, our letters, our bulletins and circulars must compete with the movies, the magazines, and the seed catalogs for the attention of the farmer and his wife. Unfortunately, we do not always present our educational material as attractively as the material is presented in the seed catalogs. We should.

Slayton Follows Up...

We have a copy of Bob Slayton's follow-up story on the Mason county silage tour. He said he would follow up and he did.

Illustrated Circular Letters...

The USDA Extension Service has issued an excellent handbook on "How to Make Circular Letters Attractive." We ordered enough copies to supply each of you in the counties, but the order was reduced. So we don't have enough to go around.

We are sending one copy to each home adviser in this week's packet. Would each of you share your copy with the farm adviser and with others on the county extension staffs.

There are a few left here, so if some of the rest of you would like especially to have a copy for yourself, drop us a card or letter.

Speaking of Illustrations...

Supervisor Harold Gordon passed along a copy of John McCue's illustrated letter announcing a special county dairy meeting. The illustrations were not fancy, but they got the point over.

From time to time, we have hoped to issue sets of sketches and drawings which you could trace on your letters. Before too long the "hoping" may turn to fact. Associate Director Kammlade has indicated that the editorial artist which we have hired on a temporary basis may be assigned a permanent position.

The young lady is Mrs. Bette Morton, and you will see much of her work on the Farm and Home Week exhibits.

1/24/52



Extension Editorial Office University of Illinois College of Agriculture

Short Thoughts on a Short Week...

This is a short column this week. We don't have time to write more. And you probably don't have time to read more anyway. This is written at about the exact middle of Farm and Home Week. We are bothered by some things:

Is Farm and Home Week an effective or an efficient technique of "informing the public about new things in agriculture?"

Of the total registration, how many actual farmers are here? Are they the same farmers who came last year and the year before that and before that and that?

Is the information really new? Or is it just partly new and mostly the same old stuff warmed over?

Are we spreading our efforts too thin? Would it be better to use a rifle instead of a shotgun?

Out of 200,000 farm families in the state, how is it that only a few--3,000 to 4,000--come to Farm and Home Week? Are the ones that stay home the ones that need the information most? What's the best way to reach them?

Commerical-News Salutes Agriculture...

Again this year the Danville Commercial-News has given a resounding salute to agriculture--especially Vermilion county agriculture. On Sunday, January 20, the Commercial-News came forth with a 32-page farm supplement, paying special tribute to the Vermilion County Farm Bureau. Energetic Orin Hertz ran capable interference for the issue.

We twisted Orin's arm until he got us a copy of this farm section for each farm adviser. The copies should go out to you this week. You may want to show your copy to your local newspaper editor, with the suggestion that such a supplement would be a good idea in your county.

1/30/52

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Step Up and Shake Hands...

There are some new folks in the office we would like to have you meet. And the next time you're in town, we'll make the introductions more personal.

As many of you know, assistant extension editor Claire Ciha leaves us this week. Claire and husband Al are heading for Milwaukee, where Al is to be on the city planning staff.

Taking Claire's place is Anne Retzer, who has been turning out reams of copy during the past two years as a graduate editorial assistant in the office. Anne will receive her master's degree in home economics this week.

The long, slim guy with his feet under the desk just inside the door is Ken McDermott. Ken is a coffee drinker from Missouri who roved to Wisconsin to take graduate work as a member of the agricultural editorial staff there. For the past two years, he has been on the agricultural editorial staff at Missouri.

His big job here will be to head up our program of undergraduate teaching in agricultural journalism and to give added push to the work we would like to do with you folks out in the state.

One More Word About Us...

All of you home advisers will want to get better acquainted with Evelyn Hutcheson. Evelyn was a home agent in Surry county, Virginia, for about six years before deciding her first love was editorial work. She is working half-time as a graduate editorial assistant, and her job this semester will be to improve our editorial services for you home advisers.

Visualizing a la Jim Somers...

Here's an idea we think is a knock-out. Maybe some of the rest of you have used it, but we first heard about it from Lee county's versatile Jim Somers.

Jim is convinced that the labor pinch will get worse before it gets better. That puts the emphasis on labor-saving ideas. Nothing new about that--but wait:

A number of the good, cooperating farmers in Jim's county are camera fans and own 35 mm. cameras. Jim is asking these men to take color shots of labor-saving equipment they are using--or equipment being used by the neighbors. Particular stress will be placed on equipment the men have made or ideas they have developed. He'll supplement these farmer pictures with shots of his own taken during the spring and summer months.

Next winter, when the short labor supply is pinching even worse, Jim figures he can have a series of darned good labor-saving meetings built around the color slides he and his farmers have taken during the year.

What could be more convincing than having a farmer showing his own slide of a piece of labor-saving equipment and discussing it at the same time?

Jim is also adding visual punch to his landscaping demonstrations. He plans to take a number of aerial shots showing farmsteads before landscaping. Then he will take a series of progress shots after the plantings are made. The pictures will be used in newspaper spreads promoting landscaping.

2/7/52



Extension Editorial Office University of Illinois College of Agriculture

Ford County Short Course...

Farm adviser Arnold Rowand did a neat bit of advance promotion on his Ford County Agricultural Short Course.

Every farmer in Ford county received printed announcements on the short course. The first day was scheduled for February 6 and the second day for February 13. An advance registration card went out, along with the special promotion material.

Arnold also enlisted the help and cooperation of the vocational agriculture instructors in the county. Each instructor received the announcement material with a supply of the cards and also a number of placards for posting in local business establishments.

When he sent the material for our suggestions, Arnold said, "I feel like I had just pulled both triggers on the old shotgun and am waiting anxiously to see if any ducks fall."

We'd say he had the gun aimed right, and the ammunition looks deadly. In fact, we're ready for a duck dinner.

Spreading the Poultry Story...

At the request of poultry specialist Sam Ridlen, the editorial office was represented last week at two district meetings of the Illinois Poultry Association. Our assignment was to point out ways and means for spreading sound poultry information farther and faster. Most of you have heard about some of the plans that are in the mill, and there will be more details later on. Bob Jarnagin and Jack Murray did the honors for us.

Special Legume-Grass Edition...

Bob Jarnagin and Lyman Noordhoff are in Hamilton county for two days this week on a special mission. The mission is to help information-minded Francis Kittinger wrap up a special newspaper supplement on legume-grass production and utilization.

Francis, in cooperation with the local newspaper, laid out plans to issue a 4-page "extra" which would drive home the need for more acres of legumes and grass in Hamilton county. He asked us for help, and in a weak moment we said "yes."

There is obviously a practical limit to the amount of such field work we can do. But we will gain much by sinking our teeth into off-campus production problems once in a while.

"A Little Farmin'"...

That's the title of a new column authored by Jo Daviess' Earl Bantz. We saw it in the county farm bureau publication, and we assume it goes to all the newspapers in the county too.

Earl has a good writing touch. One column starts, "Farmers are asking about seed oats, and the story is still the same." That's an easy, friendly style.

Front Page Hoppin...

We've been holding an alfalfa bouquet for several weeks waiting to give it to Logan county's Fred Hoppin for the front page spread he received on one of his early winter meetings. The story not only reported the meeting, but told what was said.

2-14-52



Extension Editorial Office University of Illinois College of Agriculture

Let's Try It Again...

It may be February doldrums, but there still seems to be much misunderstanding about "who gets what news services from the editorial office and "who is supposed to do what with which."

So let's beat the thing out on the stone once again. If you still have questions after this, we'll have you explain it to us.

1. This office puts out one service that goes to every weekly newspaper in the state. The masthead on this service reads either "FARM NEWS For Weeklies" or "HOME NEWS For Weeklies." This service is mailed to all weekly papers on Thursday of each week, and the material is for release starting on Monday of the following week.

2. We also prepare a joint service which goes to every daily newspaper in the state. The masthead on this service reads either "FARM NEWS For Dailies" or "HOME NEWS For Dailies." This service is mailed three times each week, with releases for two days in each mailing. On Tuesday, for example, we mail out to all daily newspapers the stories marked for release the following Thursday and Friday. On Thursday we mail the releases for Saturday and Monday. And on Saturday we mail the releases for Tuesday and Wednesday.

3. Now these same daily stories--exactly--are also sent to all radio stations in the state--BUT on a radio masthead. The stories are the same, but the mastheads say either "FARM NEWS For Radio" or "HOME NEWS For Radio."

We're Still Trying...

4. This is the important part, so hang on carefully. You advisers get an "information packet" that is mailed just once each week--on Thursday. In order to supply you with as much subject matter background as possible, we have sent you copies of all the stories that we have mailed directly to weekly and daily newspapers. You don't get copies of the radio service, because it is the same as the daily service.

Home advisers get copies of the home stories prepared for weekly papers and daily papers. Farm advisers get copies of the farm stories prepared for weekly papers and daily papers.

5. Since these stories are mailed directly to the papers, it was never intended that you would use them as such in your county news service to your papers. Many of the stories are bound to be late, since the daily stories we mail out on Saturday for release the following Tuesday and Wednesday are not included in your "packet" until the following Thursday.

6. You have also mentioned duplication, and that is natural since we often send the same information in a little different form to both weeklies and dailies. You get copies of both services.

7. We have thought it would be of more service to you to receive all information materials in one packet once a week. If you would prefer, we could mail you copies of the daily service three times a week--the same way it goes to the daily papers.

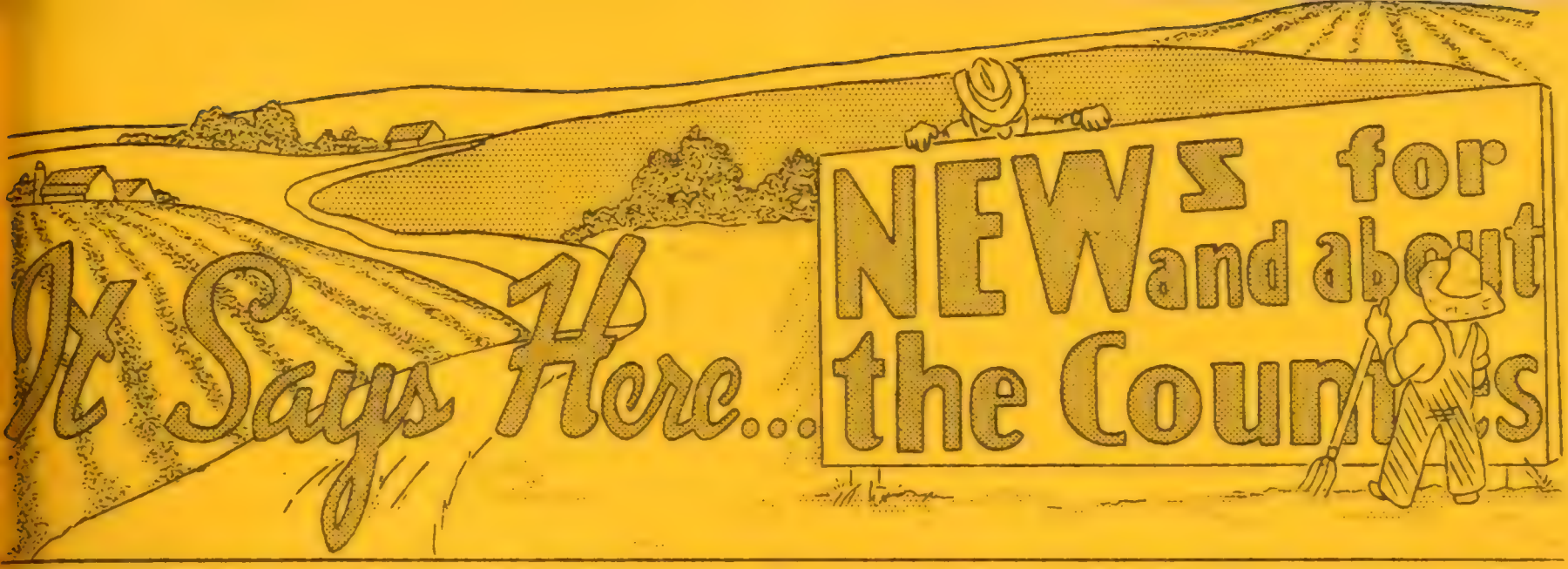
If You're Still With Us...

8. In the past we have tried to include in your packet each week a number of "special" or "fill-in" stories. These stories do not go to any other outlets. They are exclusively for your use. We have also tried to produce a limited number of educational mats for your exclusive use.

9. We realize that this service has been skimpy. But there is a reason for it. We sincerely feel that the less "ready-made" stuff from us you use in your county news service, the better. We would rather think that our material is another one of your sources of subject-matter facts. But these facts should be tied to the local situation and given the local treatment.

10. Since we reprocess nearly all of the information that goes out in the weekly service and reissue the material for the dailies, we think some of the confusion can be eliminated by sending you copies of only the daily news service stories. At least we will try that for a while.

2/28/52



Extension Editorial Office University of Illinois College of Agriculture

Editorial Whirlpools...

Somewhere out west there's a whirlpool that coughs up the objects it swallows. You can toss in a handkerchief - wait an hour - and up it comes.

No matter how often you try, you can't get rid of the handkerchief. It keeps bobbing up.

Last week we had to face up to the fact that perhaps we have been guilty of tossing handkerchiefs into editorial whirlpools.

The point is this: During the past year we've spent a lot of time arguing the point that information methods can help you do a better job of teaching.

At the same time we will have to admit that we have not done a very good job of supplying you with useful information aids--editorial helps that will in turn help you build and maintain an effective county information program.

The job of supplying aids or helps on a planned basis always seemed to get tossed back into the whirlpool.

It happened because nobody ever really pinned down exactly what helps were needed--and how they could be produced, distributed and used.

This week a small editorial task force headed by Ken McDermott and Evelyn Hutcheson started exploring the problem. They hope to come up with a plan that will be of real value and service to you.

Suggestions and illustrations for circular letters, monthly calendars of farm and home jobs, radio and writing tips, mats and story briefs for local stories are just a few of the items they are considering.

It would be helpful to Ken and Evelyn if you would send them your ideas and suggestions on the kinds of information helps and aids that would be useful to you.

Series II Coming Up...

Just a year ago, the editors here were putting the last dabs of poster paint on a batch of homemade visual aids for the subdistrict information workshops.

Those visuals were designed to support our contention that mass information methods are legitimate extension teaching tools, and to spell out what we meant when we talked about a "balanced county information program." That was last year.

Now you have said, in effect, "All right, maybe we'll buy the idea--maybe we won't. But we've got to have more to go on in making the decision."

Giving you more to go on is what we hope to get done in our second series of workshops just coming up.

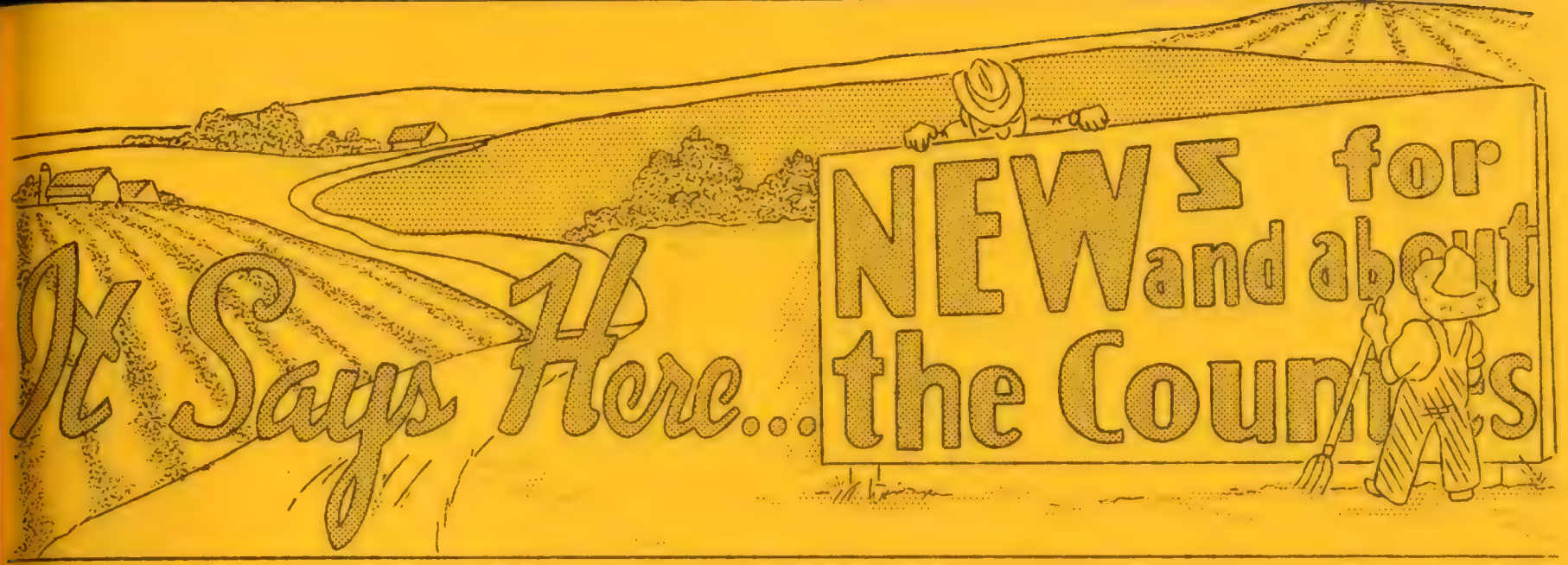
First target dates are March 20 and 21--subdistrict meetings in Jacksonville and Galesburg. The following week it's the northern route to District I in Yorkville and Oregon. District III comes in April.

We are building the second series around writing--writing so you will be understood.

Following your suggestions, we will try to make this a down-to-earth, practical session. Emphasis will be on news-writing--clear, concise, logical writing. This is the style of writing that we believe is so basic to the success of your information program.

We will have a few things to get off our chest about writing. But most of the good will come through the actual writing you will do.

3/6/52



Extension Editorial Office University of Illinois College of Agriculture

New Column By Bayles...

If response from Tazewell county's weekly editors is as enthusiastic as ours, we'd guess that C. F. Bayles has struck pay dirt with his proposed new personal column.

Bayles recently sent a letter to the editors of each of his 13 county weeklies, enclosing a proposed introductory column and a sample of proposed subsequent columns.

Here's how he introduces the new service to readers of the 13 papers:

"I'm starting this personal column to all Tazewell county folks in an effort to meet all of you. With 2,400 farms in the county, it's impossible to visit each of you at home, even once every five years. It's also impossible to talk with each of you personally at our various county extension meetings. So, with the cooperation of the editor of this newspaper, I'm writing this message each week to all of you.

"We'll talk about Tazewell county farm and home doings, extension meetings, how-I-did-it stories from successful farmers, a few of my own comments sometimes, and other interesting topics. Your suggestions are always welcome on what to write about.

"The column will be pretty much a personal visit in a different way--on a mass basis through this newspaper. I hope you'll consider it almost like a personal letter to each of you each week. I'm going to think like that when I'm writing it."

C.F. finishes out the column with a down-to-earth discussion of the value of farm records, ending with: "The Illinois Farm Record Book is a good one for record keeping, and I'll be pleased to help you start your farm business out on a record-keeping system any time."

Hinchcliff at Workshops...

Keith Hinchcliff will team up with us in presenting the second series of sub-district information workshops.

Keith's demonstration on remodeling your "Model-T" farmhouse will furnish raw material for some of the stories you will write.

We thought an actual demonstration would give everyone a common starting place in planning, organizing and writing stories.

4-H Club Week Promotion...

Macoupin county's assistant farm adviser Bob Wack gets this week's bouquet of editorial orchids.

We've seen a copy of his special four-page 4-H Club edition, published by the Carlinville Democrat on Thursday, March 6. Confidentially, it's a "honey."

Since all the space but 18 column inches out of 700 or more total is paid advertising, there is probably at least one newspaper editor in Macoupin county who is thoroughly sold on 4-H Club work.

Judging from the advertising support, it would seem also that many of Carlinville's merchants, banks and other institutions are friends of 4-H.

Bob used some of the special 4-H mat illustrations in working up the edition.

We have also had a look at the special 4-H Club edition of the LaSalle county Organized Farmer. Jim Davies deserves a couple of those orchids too for liberal use of photographs, illustrations and feature stories pointing up LaSalle county club work.

No doubt many of you put special editorial effort into National 4-H Club Week. On the national level, television was used extensively for the first time to give club work a boost.



Extension Editorial Office University of Illinois College of Agriculture

Legume-Grass Edition...

The enclosed special 4-page legume-grass edition of the McLeansboro Times-Leader represents the combined editorial sweat and handiwork of Hamilton county's F. W. Kittinger and Lyman Noordhoff and Bob Jarnagin of our office. A case history of the edition is attached.

This was our first field experience in tackling a major information problem on an individual county basis. We did it for two reasons--to be of service and to get the experience.

Perhaps we should be doing more of this type of work. Should we? If you have an urgent information problem that can't be handled through the mail or in district information workshop, let us know about it. Maybe we can help.

Spray Service Report...

Under separate mailing, farm advisers will receive the first of the 1952 Weekly Spray Service Reports this week.

As you know, these reports tell what insects are appearing in each area, when to spray and what spray mixtures to use.

Your local radio station will also receive a copy of the report each week. It might be a good idea to check with your farm editor to offer your suggestions on how to use it.

Promote Fly Sprayer...

Early returns from advisers' orders for mats on the automatic fly sprayer show 14 of you asking for 76 mats. On the leaflet, "Spray Every Day the Easy Way," 18 of you have ordered some 3,600 copies. Both are fairly encouraging.

From Editors, Not So Good...

Not so encouraging, though, is the request of only nine editors so far for about 60 mats. There are about 750 weekly and daily papers in Illinois.

Some of you have probably already contacted your local editors, perhaps personally, to discuss use of the mats. All of you should do that. Your visits can make a tremendous difference in the editorial support you get in trying to put more sprayers onto farms in your county. Here's a fine opportunity to practice the "Know Your Editor" part of a balanced county information program. You may be surprised at the results.

2nd Round of Workshops...

The extension editors will be out feeling the county "pulse" for the next two weeks in the second round of district information workshops. We are scheduled at Jacksonville and Galesburg in District II on March 20 and 21 and at Yorkville and Oregon in District I on March 25 and 26. Also scheduled is one session at Urbana for District III on April 25. Topic for discussion this year, as requested by you in those districts, is how to write.

We are dividing the load at these meetings, so you won't see all of us at one time. However, there'll be enough of us on hand to give you the help you want and really make these workshop sessions. They're planned so you'll have an active part in the program with a minimum of talk from us. We believe that the quickest and best way for you to learn how to write is to write.

3/20/52

CASE HISTORY OF A SPECIAL EDITION

These two pages tell briefly the background and facts leading to the publication of the special four-page legume-grass edition of the McLeansboro Times-Leader on February 28, 1952.

The Problem

Research and farm experience show that Hamilton county farmers, like farmers in other Illinois counties, would make more money and at the same time put their farming operation on a sounder long-range basis, if they would increase the number of acres of legumes and grasses on their farms. Farm adviser F. W. Kittinger's problem was to make more rapid progress in getting the job done.

Approach to the Problem

Kittinger had been moderately successful in using special dairy and poultry pages to stimulate farmers' interest in improving their operations in those areas. He felt that a special legume-grass edition, used to supplement the other phases of his educational program, might add "push" to it and speed up the job. The Extension Editorial Office was invited to help, with editors Lyman Noordhoff and Bob Jarnagin assigned to the project.

Taking an Inventory

Here's how Kittinger and the editors sized up the job:

The Need: More Hamilton county farmers to get more information on the value and benefits of profitable legumes and grass.

The Vehicle: A special edition to supplement other phases of the educational program.

Assets:

1. An information-minded farm adviser with a message to tell.
2. A cooperative and interested weekly newspaper editor.
3. A paper that would reach most of the farm families in the county.
4. Two extension editorial representatives to assist with the writing and layout.
5. The experience of a number of farmers who are doing a good job in using legumes and grass.
6. Plenty of supporting research data from the College and Dixon Springs.

Local Experience Best

The adviser-editor team decided from the start that the most effective sales message would be the experiences of local farmers. These success stories would be supplemented by research and subject-matter stories.

Getting Started

The first job was to list areas where stories were needed. These were selected: over-all county picture; soil improvement and management; legumes and grass in the livestock program; soil conservation; reforestation; green manure; seed crops; experimental data at Dixon Springs that would apply to Hamilton county.

The next job was to get the names of farmers who were doing a good job in the specific areas and arrange a trip to visit them on their farms.

Advertising Support

In the meantime, pictures, layout, advertising and other details of publication were discussed with the editor. The edition was to be financed by advertising by two local business concerns, using in part educational advertising mats and copy previously prepared by the editorial office to support the 6-point dairy and other programs. Advertising space totaled one page, leaving three pages for copy.

Rounding up the Information

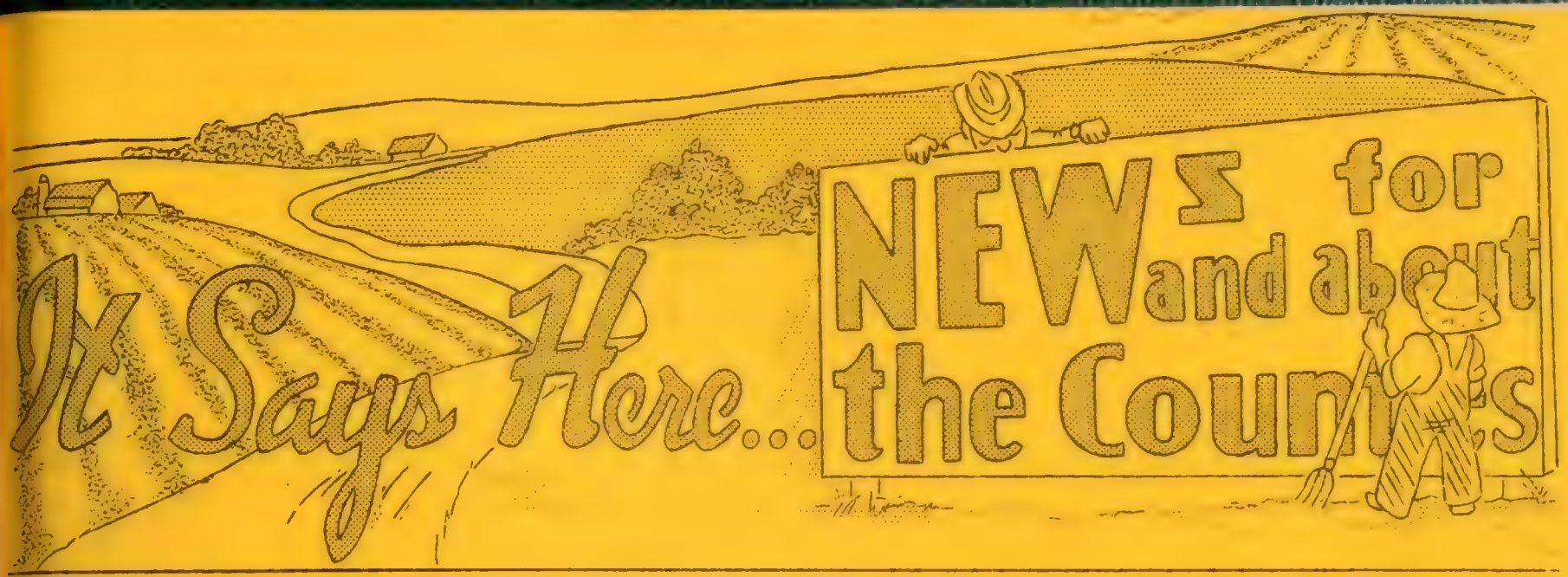
Kittinger, Noordhoff and Jarnagin spent the greater part of two days visiting farms to gather story ammunition and writing up the experiences of the farmers. Final copy, advertising and photographs were delivered to the editor by late afternoon of the second day. One important cog in making the whole job easier to handle was the office space provided in the basement of the courthouse for the editorial writing and layout work. The room was isolated and quiet, and a large table provided plenty of space for a couple of typewriters and layout sheets.

Distribution

The special edition was included with all copies of the paper which were mailed that week. In addition, the Hamilton County Farm Bureau paid for extra copies and postage to mail the edition to county farmers who were not subscribers, so that every farmer in the county had a chance to read and study the information it contained.

Effect

What effect the special edition will have on promoting more acres of grass and legumes in Hamilton county remains to be seen. However, the pictures and stories cannot fail to have some effect on those who look at and read them. We feel that the efforts of the information specialists and the farm adviser were well worth the time and expense of getting the material together and getting it printed. If nothing else, the special edition will serve for a long time as a source of valuable information rounded up in one place on printed pages for those farmers who sincerely want to improve their farms and their farming practices.



Extension Editorial Office University of Illinois College of Agriculture

Word Gets Around...

Word on meetings gets around, especially the way McHenry county's Bill Tammeus does it. Bill promotes his meetings through most of his available outlets, including his newspapers and radio stations. In addition he sends out circular letters and sees to it that cooperators like the GI and vocational agriculture instructors have the information.

At a recent meeting on calf raising, Bill decided to find out where those who attended got word about the meeting.

Here are the information sources and the number of farmers who listed each source:

Circular letters	67
Newspapers	31
Radio	22
Neighbors	5
GI class	3
FFA meeting	2
Other:	
Wife heard on radio	1
Father heard on radio	1
Wife read in newspaper	1
Wife heard on telephone	1
Brother told me	1
Postcard	1

Bill makes information work for him.

Introduces Farmers...

Clinton county Farm Adviser Floyd Smith has a new feature in the Carlyle Democrat--a monthly column in the Farm Bureau Issue introducing a Clinton county farmer.

In the first column Floyd led off with a story about the Clinton Farm Bureau president. In future issues he plans to build the story around the farm's operations rather than the man himself. So, choosing the farmer will depend on his story, and Farm Bureau membership won't make any difference.

Floyd's idea looks to us like an excellent way to promote good public relations among farmers, businessmen in the community and the newspaper.

Floyd also has a personal column--"Now and Then With the Farm Adviser"--which appears every week in all the county papers. But he thinks the introduction of Clinton county farmers is front-page material. We agree. And we'd like to add that this kind of information should carry the farm adviser's name as author if he writes it or supplies the material.

Illustrated Cards...

The other day we received an invitation to a landscape planning meeting in Mercer county. After one look we almost decided to attend!

Home Adviser Arlene Wolfram and Farm Adviser Howard Haynes combined their talents and worked some illustrations into the special card invitation sent to all Mercer county families.

The illustrations caught our eye immediately. They were printed in green ink, while the rest of the card telling about the meeting was printed in black ink. We read the card carefully to see what the attractive illustrations were about, and chances are that Mercer county families did the same thing.

It took extra time and trouble to run those cards through the mimeograph twice to get green pictures and black printing but the effect was worth it. We're betting the meeting will be well attended.

3/26/52



Extension Editorial Office University of Illinois College of Agriculture

This Is Personal...

Not long ago a fellow called from Washington and said, "Would you consider a year's assignment with the Mutual Security Agency in Paris, France?"

That's how it all started, and there followed a couple of weeks of mental struggle with a two-horned dilemma. How should one balance the many challenging jobs to be done at home against the opportunities for service and stimulating experiences on a foreign assignment?

Well, the dilemma was resolved, and we leave Monday, April 14, for Washington and from there to Paris. It was not an easy decision, and it may not be right.

The Year Ahead...

It is gratifying and at the same time humbling to realize that leaving here for a year will cause hardly a ripple. Few editorial shops can boast of such experienced and talented personnel. At the request of the editorial crew, Jack Murray was asked to put this corner in better order as acting extension editor for the year. He will probably wonder how I spend my time, because the office runs itself.

The agricultural press services are solidly set behind the able guidance of Bob Jarnagin and Lyman Noordhoff, with editorial assistant Mary Donahoe serving as Girl Friday. Ken McDermott is gathering up the reins on our information teaching-training program. Bill Mason will continue to ride herd on the WILL Farm Hour and other radio services.

Jessie Heathman is recognized as the top college home economics editor in the country--and the same would be true if you left out the word college. Anne Retzer is following in her footsteps as

The Year Ahead (cont.)...

a partner in that editorial kitchen, with Evelyn Hutcheson learning the business as a graduate assistant.

Bette Morton is giving us the much-needed help, guidance and direction in agricultural and home economics art.

The all-important front office is headed by Louise Ward, who sees that deadlines are met, letters answered, requests filled, stories filed, pictures ordered... With her is Alice Heneberry, who tends the stenographic fires in the home economics editorial section.

And there is a new fellow we would like to have you shake hands with. Owen Glissendorf poured himself a cup of editorial coffee on April 1 and decided it was good enough to persuade him to stay for at least a year. Owen is an agricultural journalism graduate from Wisconsin who limbered his typewriting fingers as economics editor at Michigan State.

There's Pioneering To Do...

This can well be a year of pioneering developments. Cooking in the kettle are plans for a regular newspaper farm page service--complete with ad layouts, illustrations, stories, editorials. We want to stop talking and start doing something about improving our editorial services to you county people. Farm and home television is beckoning. The budding art and visual aids service is ready to burst into full flower.

All those things and others are waiting to be done, and the people here are intent on keeping a hot fire under the kettle.

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Best of luck to all of you for the next year--Hadley Read.



Extension Editorial Office University of Illinois College of Agriculture

Bon Voyage...

Extension editor Hadley Read spent part of this week cleaning out desk drawers and counseling with the staff on the job ahead. This is his last week in the office for a year.

By the time you receive this, Hadley and his family will be on their way to Washington--first stop on a trip that eventually will take them through most of the countries of western Europe and often into the shadow of the Iron Curtain.

Hadley has promised to keep us posted on his experiences and observations among the farm people in Europe. And from time to time we'll share these experiences with you. In the meantime, here's wishing the Reads--Hadley, Margaret, Greg, Mary and Phillip--bon voyage!

Down With S, FA and E...

Information-minded Bill Tammeus of McHenry county tried a stunt recently that aroused a lot of interest. At a pasture tour attended by farmers from several counties, he passed out posters to paste on car windows.

The posters read, "Down with S, FA and E pastures," meaning Sunshine, Fresh Air and Exercise. Bill said many folks asked the meaning of the slogan. With this show of interest, he had a good opening to discuss pasture improvement.

Interest even penetrated to the heart of Chicago. One evening a woman stopped Bill to ask the meaning of the slogan. she told him she'd seen two "S, FA and E" posters in Chicago that day.

4/10/52

Perisho's Column...

It was nice to open up the rural news section of the Rochelle Leader the other day to be greeted by the friendly smile of Ogle county's George Perisho.

His picture graces a weekly column in which he serves up tempting chunks of practical, down-to-earth information to his readers, both farm and city.

Here's a sample of the meaty kind of writing he used to emphasize points brought out in a recent housing meeting:

"Coal is king for heating economically but oil and gas have the advantage of convenience. Radiant heating systems probably are not as practical for farm homes as they are for town houses."

George also writes for the town folks: "If your lawn mower needs to be sharpened, adjusted or repaired, March is a good time to have this work done."

In one week's column, he gets points across on controlling wireworms, farm-housing, lawn and garden care, in addition to reporting briefly on a 4-H rally and Ogle county's results in the state bowling tournament.

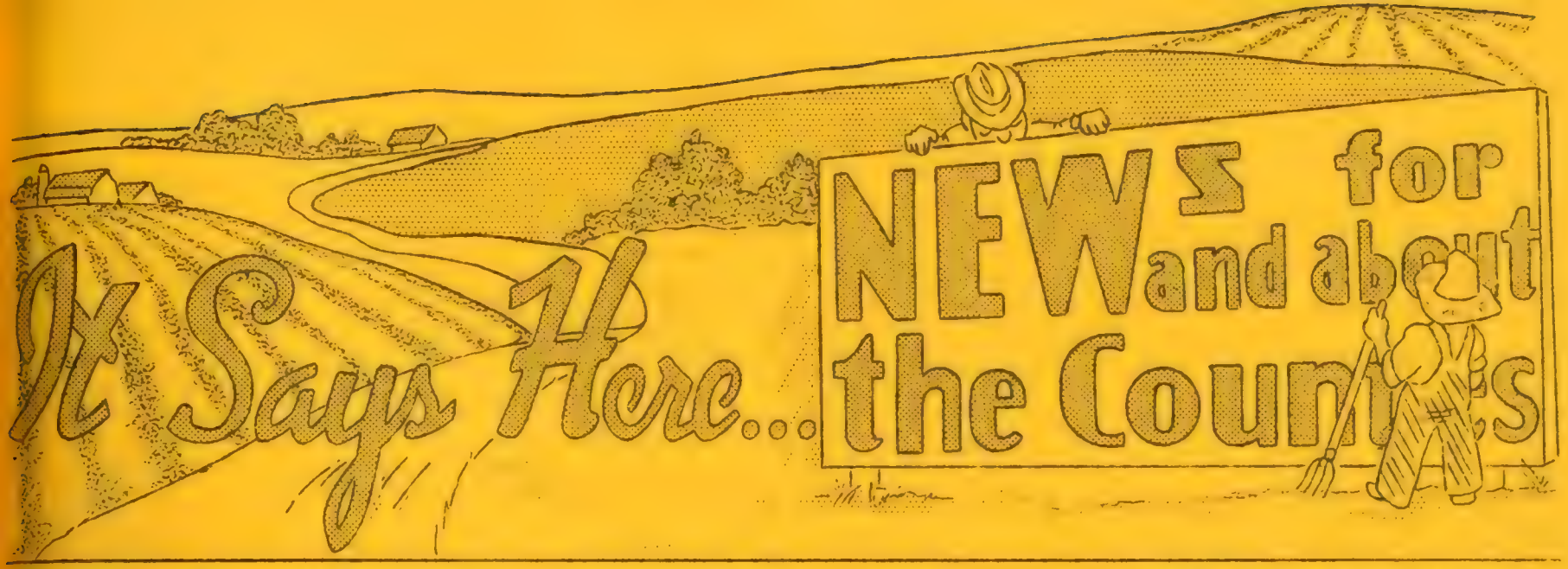
In other words, George is using his column to do extension work.

Enclosures...

Farm advisers will find two enclosures in the packet this week:

(1) USDA's fact sheet on 1952 Spring Clean-up Week gives pointers on what to do to eliminate fire and accident hazards. The information can easily be adapted to news stories, personal column or radio.

(2) Fill-in story on spray broadcasts lists stations that will carry the reports during the current season. Stations listed are those that reported carrying the service as of April 8.



Extension Editorial Office University of Illinois College of Agriculture

Round 5 Coming Up...

April 24 is the date circled on the office calendar for the District III information workshop.

Advisers and assistants of Subdistrict B, plus those in Subdistrict A who are interested, will meet with the editorial crew in 424 Mumford Hall to discuss writing problems.

The Urbana meeting generally will follow the pattern of the sessions already held this year in Jacksonville, Galesburg, Yorkville and Oregon.

4-H Column Headings...

The enclosed illustrations of newspaper column headings suggested for county and local 4-H Club news represent a step in the direction of producing a wider range of editorial aids for your county information program.

The mats are the combined handiwork of editor Bob Jarnagin and artist Bette Morton.

The order blank at the bottom of the sheet is for your use in ordering mats for your newspapers and county publications. Just enter the quantity of each mat you want and return the blank. Note that the selection includes 1-, 2- and 3-column headings.

More on Mats...

With the 4-H camping season just around the corner, you may want to consider featuring camping in an early issue of your county publication.

Series 1 and 2 of the 4-H mat service each contain several different types of photos and illustrations that could readily be used in a camping edition.

4/17/52

Radio-TV Institute...

Editors Jessie Heathman and Ken McDermott are representing the College of Agriculture at the Institute for Education by Radio-Television in Columbus, Ohio, this week.

A glance at the program brushes aside any notion that television is a passing fad. In fact, the big job for institute delegates is to find out how television can be put to work--for education.

Jessie and Ken will join with other land-grant college people in digging beneath television's glamour and veneer to see how best this powerful young giant can be harnessed to help with the job of extension teaching.

Front-Page News?...

District extension conferences generally don't make front-page news. But one did recently. The story was a write-up of the information workshop held at Yorkville on March 25.

Farm editor Giles Findley of the DeKalb Daily Chronicle gave a generous front-page report on the meeting.

Pressed into the program at the last minute, Findley also proved his ability as an impromptu speaker. He outlined to the group his down-to-earth philosophy of the educational job newspapers can do in helping to improve farming and homemaking.

"Get acquainted with your local editors," Findley urged. "They can give you 'seven-league boots' in getting extension work done."

DeKalb county farm adviser Cliff Heaton, who knows that being acquainted with his local editors pays off, invited Findley to the workshop.



Extension Editorial Office University of Illinois College of Agriculture

4-H Column Mats Go Fast...

The mailman brought requests from 15 counties last week for a total of 107 mats for 4-H newspaper column headings. That rush of orders completely wiped out the supply, but we have ordered a second batch. If you ordered mats and didn't receive them right away, they'll be sent as soon as we get them from the engraver.

As we pointed out last week, this represents a step in the direction of producing a wider range of editorial aids for your county information program. If you have suggestions for other types of materials you need, please let us know.

TV Report From Columbus...

From here to the bottom of the next column we'll be talking television. Jessie Heathman and Ken McDermott, who attended the Institute for Education by Radio-TV in Columbus last week, brought back the following TV tidbits:

⊙ The Federal Communications Commission is now accepting applications for licenses from hopeful television broadcasters. There are only 108 stations now on the air, but allocations have been made for more than 2,000 channels in 1,300 communities.

⊙ FCC set aside 242 channels for educational television stations. (VHF channel 12 has been earmarked for the University of Illinois).

⊙ Paul A. Walker, FFC chairman, says educators have one year in which to make use of the 242 channels allotted to them. After that time the channels will be fair game for commercial broadcasters. The big question is whether educational institutions can move fast enough to develop noncommercial stations.

4/24/52

More on TV...

⊙ A point stressed in Columbus was that educational institutions should not wait until they have their own stations before starting into TV. There is an opportunity now, using commercial facilities, to demonstrate that they can build educational information into interesting and worth-while programs. This participation would help the institutions hold their channels during the period needed to raise money and build the noncommercial stations.

⊙ Even commercial folks who think in terms of network programs say the best TV programs are those keyed to local problems and local situations. This puts county extension people in a preferred position. Your experience, backlog of subject-matter information and ability to work with people will pay dividends.

⊙ Some of the programs now receiving the highest rating are youth discussion programs. They are pitched at the high school level. The highest rating programs are those where youth discuss problems that are vital to them and to their community. In this area, 4-H and Rural Youth will have plenty to offer.

⊙ TV visuals need not be complicated to be effective. This was demonstrated by Mrs. Miriam Kelly, extension consumer education specialist of Kentucky, who does a weekly 25-minute program on WAVE-TV, Louisville. Mrs. Kelly uses cardboard and crayons to make many of her visuals. She uses vegetables and other food products, dimestore trinkets, pictures from magazines pasted on cardboard and other simple homemade visuals. Be straightforward and friendly, says Mrs. Kelly. If you can win your audience, you don't have to use expensive or complicated visual aids.



Extension Editorial Office University of Illinois College of Agriculture

Start TV Show on WBKB, Chicago...

The College of Agriculture has accepted an invitation from WBKB-TV (Channel 4), CBS outlet in Chicago, to present a series of 13 weekly half-hour television shows starting May 8.

Title of the program is "FARM AND HOME TIME." It will be on the air from 4:30 to 5:00 p.m. DST each Thursday.

The series will be presented on an experimental basis--to give the college an opportunity to gain TV experience, and to give the station an opportunity to present educational programs in agriculture and home economics.

Part of each program will present information of particular interest to the urban audience, and part will deal with problems of interest to rural viewers.

Story Opportunities in Field Meetings...

You've probably received the agronomy department's announcement of spring soil experiment field meetings, starting May 13 at the Brownstown field. Al Lang is sending advance notices on each meeting, listing the major subjects to be discussed.

Each of these meetings provides a wealth of information opportunities. In the first place, not enough folks are acquainted with the fields and the contributions they're making. And probably not enough farmers are getting the results of the tests.

A couple of good short advance stories tied to your county problems and needs should help attract a crowd. Al's notice gives the essential facts for these advance stories. But it's up to you to tie the information to local needs.

A few follow-up stories can get the important facts to those who didn't come.

5/1/52

Campaign Pays Off for Women...

Of course, you're familiar with the old saw "Make 'em eat crow." It doesn't apply to Richland county, however. According to Home Adviser Margaret Van Schoik, the men ate beans and the women ate turkey. And the men picked up the check for the campaign finish-up dinner.

The Richland county report is an example of what can be accomplished when folks work together on a common problem. Men and women throughout the county teamed up to inform citizens of the agriculture and home economics extension program.

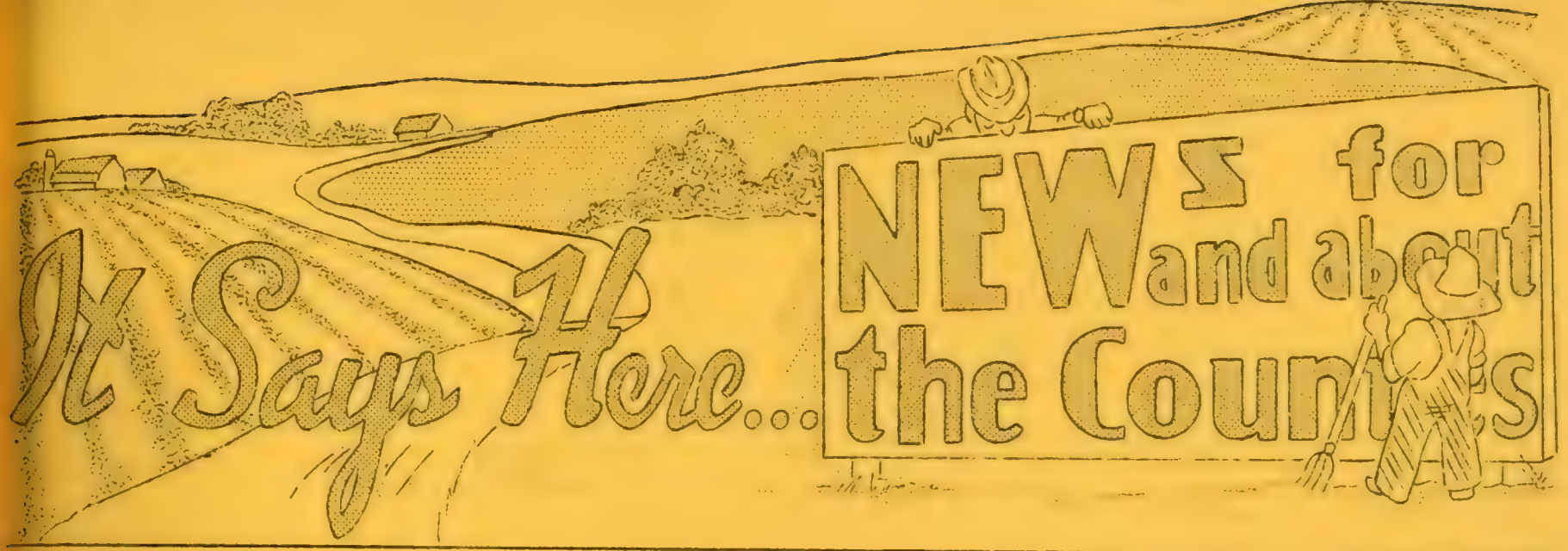
When heads were counted at the end of the 2 weeks' drive, the women had added 108 cooperators and the men picked up 64. The difference was the reason for the dinner check pick-up.

All methods of communication were used in setting up the campaign. Five articles were published in the county newspapers. Progress reports were given daily by radio. Circular letters were written by committee members. Talks were given at meetings. Personal visits were made.

A joint farm and home bureau committee was appointed at the start to plan the drive. Workers were divided according to townships on the basis of their work with the county committee. The groups decided when they would work and where they would meet.

The county committee assembled information kits for the workers and held a "briefing" meeting to work out details.

The drive has paid dividends other than in new cooperators, says Miss Van Schoik. Farm and home bureau folks are better acquainted with their own program and they know their county better. Best of all, they have gained confidence in their own ability.



Extension Editorial Office University of Illinois College of Agriculture

Word From HR...

A hastily scribbled card bearing the seal of Portugal told us Monday that the Hadley Reads had reached the Azores. Since it is only a short air hop from there to Paris, Hadley has probably checked in for his first MSA information assignment. He expects to be working in western Germany, Austria and the Netherlands.

Nicholas's Remodeling Feature...

Readers of Successful Farming's May issue probably saw Ray Nicholas's illustrated feature story, "Attic to Growing Room."

The story by Lake county's farm adviser tells and shows how unused attic space can add needed living space for growing youngsters.

Ray uses a combination of words and pictures to tell the story. Here's his lead:

"As youngsters grow up, their housing needs grow with them. They need a place where they can house their growing collections of model airplanes, dolls and butterflies."

The pictures show how it can be done.

Spring Clean-Up Campaign...

Enclosed in the packet this week is a set of information materials from the National Safety Council to support your spring clean-up campaign, if you have one scheduled.

The information is readily adapted to news stories, personal column, radio and county publications.

More packets are available. If you want extra copies, write directly to the National Safety Council.

Hay and Pasture Survey...

Every eighth farmer in each county received a hay and pasture questionnaire in early May from the Illinois Cooperative Crop Reporting Service. The overall legume-grass picture showing up from this survey will help greatly in planning future extension work on that project. Actually, farm folks will gain in the long run by filling out the survey.

There's a special story to farm advisers in the packet this week urging farmers to fill out and return the questionnaires. You can add some push to this project by sending the story to your local papers and radio stations.

Also in the Packet...

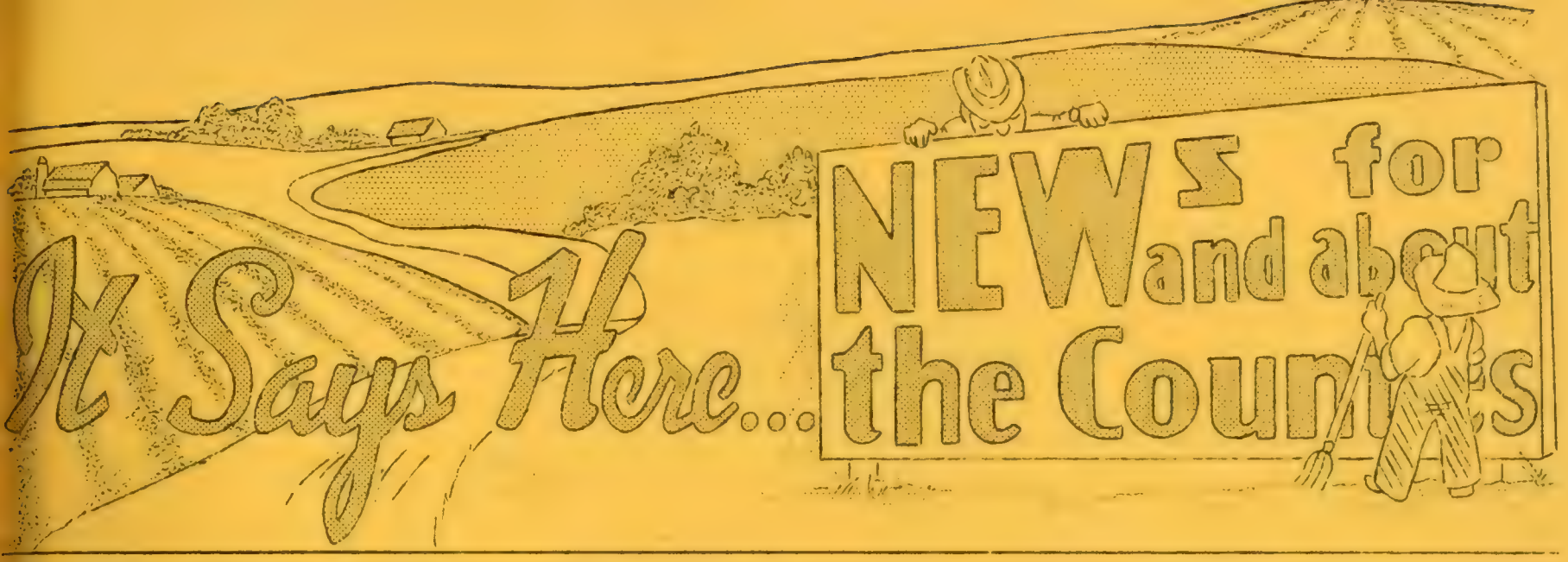
Four special legume-grass stories for farm advisers are also enclosed. They are the first of two installments of stories and newspaper mats on that subject. The second batch should reach you next week.

The stories tell farmers' experiences on early cutting of hay and making grass silage. While the farmers may not live in your county, there are a couple of good reasons for using the stories:

(1) Both subjects are important in most counties. (2) Each story tells a personal experience, which makes convincing reading.

You'll probably want to use these stories right away, since the hay and grass silage season is almost here. Use them in your regular weekly news service to papers and radio stations. They may arrive late for timely use in your county publication.

5/8/52



Extension Editorial Office University of Illinois College of Agriculture

TV Is No Monster

At the risk of having to swallow these words later, we're saying at this point that television is not the green-eyed monster some folks have said it is. From the production and participation standpoint, it may actually be the easiest medium we have to work with.

This sage report is based on the experience gained in presentation and observation of one (1) television program in the College's new series, "Farm and Home Time" on WBKB, Chicago, channel 4. As you may know, the programs will run for 13 weeks on Thursdays from 4:15 to 4:45.

There seem to be few rules in TV production. Most of the rules say what you can't do. You can't use glossy photos. You can't wear a white shirt, etc. The sky's the limit on what you can do.

However, there are some points that you may want to tuck away in your mind for later use:

(1) A program doesn't have to be complicated to be effective. We have been oversold on the idea that a good TV show is somewhat akin to a Hollywood or Broadway production. A good TV show is you--and what you have to say--and how you emphasize or illustrate what you have to say with simple, inexpensive visuals.

(2) Probably the best visuals are real things: copper tubing; drapery material; clay tile; food products; a baby pig or calf; an electric mixer; etc. Using real things not only saves money and time, but gives you something that can be picked up or handled, which is desirable.

(3) It is often desirable to punctuate main points with written words or illustrations. A blackboard is very satisfactory for this purpose. The flannelgraph is also effective,yet inexpensive.

If you make charts, don't worry about imperfect lettering. The letters are reduced so much on the screen that flaws are hardly noticeable. Mat-finish photos 8 by 10 inches in size work fine.

TV actually ought to be a pushover for extension workers. Besides that, it's fun. If you feel that we may be encouraging you to start making plans for your own show, or a round-robin show with advisers in your area, you are right.

Illustrated Letter Promotes Tour...

Cutaway and perspective drawings called attention to remodeling possibilities in a recent illustrated circular letter sent out by Macon county advisers Lula Keller and Warren Myers.

The letter invited interested persons to accompany the advisers on a tour of Macon county farm homes where actual improvements had been made. Tour examples ranged from a remodeled utility room to a completely remodeled house. The letter stated that Keith Hinchcliff would accompany the group to point out important features in house remodeling.

With the illustrations well placed at the top and clearly labeled, there is no question on the part of the reader about the subject of the letter.

More Legume-Grass Stories...

Farm advisers will find the second and last batch of timely, special legume-grass stories for press and radio in the packet this week. There are three stories, one with a mat to accompany it. These will supplement the four stories you received in last week's packet.

5-15-52



Extension Editorial Office University of Illinois College of Agriculture

Dateline France...

Writes Hadley Read from his temporary base in Paris, "While there has been only a short time to get acquainted, the similarity between U. S. and European agricultural information problems seems amazing. Here, for example, are the four major areas of 'need' for information help outlined by the German MSA Mission:

"1. Carrying out intensive information campaigns on expanding farm production.

"2. Following up work that has been started to assist the Land (state) advisory services in improving the use of mass media by Kreis (county) advisory workers. (In other words, county information training schools.)

"3. Devising a system for testing readability of German farm publications and papers.

"4. Helping to organize preliminary plans for setting up courses in agricultural journalism in German agricultural colleges."

Hadley's temporary address is SRE, 2 Rue St. Florentine, Paris 1, France. He expects soon to be headquartered in Bonn, Germany.

More Pictures...

Speaking of pictures telling a story, a recent issue of the Galesburg Daily Register-Mail carried six photos with cutlines showing steps in planting a windbreak. An accompanying article gave more detailed information, including varieties, and invited interested persons to visit one of the several demonstration windbreaks in Knox county.

Farm adviser Arnold Kemp, who supplied the illustrated feature story to the paper, believes that pictures can tell a good story.

Cooperative Radio Effort...

From Alexander county's home adviser Mrs. Mary Butler comes news of a tri-state cooperative radio project sparked by station WKRO, Cairo.

Station manager Merrill Currier invited advisers and agents in Pulaski-Alexander county, Illinois; Mississippi county, Missouri; and Carlisle county, Kentucky, to sit down around a dinner table to take a critical look at the job the station was doing in extension broadcasting.

Currier felt that the present weekly program on a rotation basis was entirely inadequate, considering the number of farms and homes in the area and the extension talent available to supply useful farming and homemaking information.

He proposed a daily farm and home program to be serviced by extension workers in the three counties. Mrs. Butler reports that plans are going ahead. The station is enthusiastic about the proposed cooperative program.

Radio Not a Dead Duck...

Although a lot of folks are talking TV these days, radio is by no means a dead duck. In fact, expanding television service may actually increase extension's opportunities in radio.

The point is this: TV may attract advertisers' dollars away from radio. This would open up radio time that station managers will be anxious to fill.

Radio may try to capitalize by programming at times non-competitive with TV. Early morning farm programs may jump.

5-22-52



Extension Editorial Office University of Illinois College of Agriculture

Clint Knows Joe...

Here's an example of how knowing your editors pays dividends in getting an educational job done. Editor Joe McNaughton wrote the following for his "Lamplighter" column on the front page of the Effingham Daily News after a recent soil experiment field meeting.

******

"Boys, what's this land worth?" 'Twas Pat Johnson talking to a group of Altamont boys at the field day at Brownstown. (Report of the event was in yesterday's paper.)

"Boys, what's it worth?" He was pointing to a no-treatment plot which was almost barren ground. It had been tilled exactly like the plot next to it; and had the same rain; and -- the SAME SEED had been planted in it.

But it was nearly barren.

Pat answered his own question: "Boys, if a man were to GIVE you this land, and if he were to give you $40 an acre to accept it as a gift, you would soon go broke farming it IF you were unable to use limestone and other plant food elements."

Then Pat took one step, and stood knee deep in luxuriant growth. "What's this land worth?"

All agreed: "At least $100."

Then's when I butted in. "Pat," I said, "I have two questions."

"Gather round," said Pat, "Mac has two questions and since he's a newspaperman, they could be good ones. What are they?"

"First question," I said, "is what does it cost in soil food to change minus $40 land into plus $100?"

Pat, Clint Cutright and some older farmers got out pencils. No room here for details; but in round figures they said first cost on long-range plant foods is $36. Since this is good for 12 years, that is $3 a year. Cost of foods that have to be fed again each year is $3, so total cost an acre is $6.

"What is the other question?"

"Pat," I said, "are there any landlords in this area who compel their tenants to farm without use of lime, phosphate, potash, etc?"

The older men looked at each other, then sort of together they replied: "Plenty of them compel tenants to farm with not nearly enough plant food; but as for absolutely none--well, if you couldn't find that in Effingham county, you could in the next county."

Imagine a landlord compelling a tenant (whose wife and children want the good things of life as much as any family)--compelling that tenant to farm without feeding the soil. Work can't be gotten out of a horse without feeding it; power can't be gotten out of a tractor without putting fuel into it; and profit can't be taken out of the soil without feeding it.

****

Editor McNaughton is helping adviser Cutright do extension work.

5-27-52



Extension Editorial Office University of Illinois College of Agriculture

FFF at FA Conference...

Fun, food and facts--those things made up a highly successful farm advisers' conference June 2-4. Fun in getting together again, fine food at the chicken barbecue from Dr. H. M. Scott and his whole crew of cooks, and facts galore from various state staffers.

You know lots more now about weed control, slit farming,a combined hog shade-fattening house, detergents in poultry rations, sulfur dioxide for preserving grass silage, cutting down top spoilage losses in corn silage, spraying nitrogen on corn leaves, anthrax, swine brucellosis, and superphosphate compared with rock phosphate--to mention only a few of the facts discussed.

Why not pass along all this information to your folks when it is timely--as new stories, radio talks, in your personal column, circular letters and other ways? Let's spread these facts around to folks who need and can use them.

Corn Borer Reports...

All farm advisers are receiving the weekly corn borer reports by 3¢ mail. They are largely information copies for you, mailed from Urbana every Saturday noon. They give insect control recommendations for the coming week.

You need not relay this report to your newspapers and radio stations because they will already have the same report over their AP or UP teletype wire by early Saturday afternoon. We file the same report which you get with AP and UP for their speedy distribution to all outlets, since fast handling in only a few hours is essential.

6/5/62

Duffy's Personal Column...

H. V. Deffenbaugh, new Crawford county farm adviser, has started a personal column that should help his county extension program greatly. Here are a couple of excerpts:

"Wayne Bolen, fieldman for the Farm Bureau Farm Management Service, left some interesting statistics on my desk, and so I will pass them on to you for your information.

"The returns from livestock in this area from each $100 of feed fed in 1951 are as follows: Poultry--$120, Hogs--$130, Beef--$150, Dairy--$180..."

Here's another: "Money spent for fertilizer for corn may return its cost several times or it may be lost at whatever it cost.

"P. E. Johnson found some interesting results from four tests in corn..."

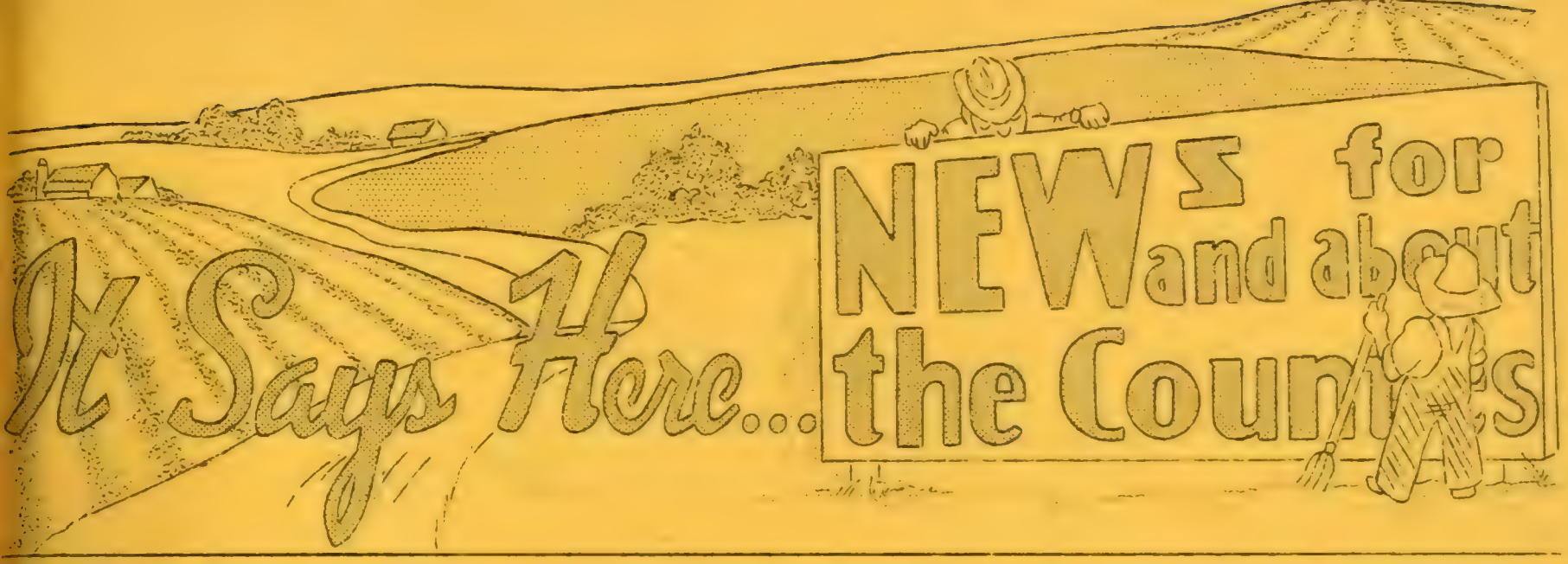
Other brief local stories like these fill his column. They're easy to understand and they're chock full of practical facts to help his folks farm better. That's real column-writing!

P-D Reports Pasture Tour...

St. Clair's Charlie Glover sends along a half-column writeup from the Sunday, May 25, St. Louis Post-Dispatch of a pasture tour of some of his folks to Ozark grassland farms. A nice report of some extension work which reached many city readers through the P-D's page.

WGK Talk

And "Dr. Bill" certainly poured forth plenty of thought-provoking comments in his talk, "Responsibilities of Farm Advisers for County Programs," at farm advisers' conference, didn't he?



Extension Editorial Office University of Illinois College of Agriculture

TV Allocations for Illinois...

With the current high interest in television and the probability that TV will play an important part in extension work in the future, we thought it might be helpful to list FCC's Illinois channel assignments.

There are now five TV stations in the state--four in Chicago and one in Rock Island. Illinois also gets reception from stations in St. Louis and Davenport.

The new allocation plan provides for 65 Illinois stations in 37 cities. Only 13 of these total assignments are in the VHF range.

Chicago is scheduled to have 10 stations. Champaign-Urbana and Rock Island-Moline are each listed for five. Peoria is assigned four stations, Rockford and Springfield three, and Carbondale, Centralia, Decatur and Quincy each have been allotted two.

The other 27 channel assignments are scheduled for towns which are to have only one station. Towns in the northern part of the state with one channel include Aurora, DeKalb, Dixon, Elgin, Freeport, Galesburg, Kewanee, Joliet, Kankakee, LaSalle, Streator and Waukegan.

In the central part of the state, single stations are scheduled for Bloomington, Danville, Jacksonville, Lincoln, Macomb, Mattoon and Pekin. Southern Illinois towns which have been given only one channel are Alton, Mount Vernon, Belleville, Cairo, Harrisburg, Marion, Olney and Vandalia.

Eight of the Illinois channel assignments are for noncommercial-educational use. UHF channels in this category are assigned to Rockford, Springfield, DeKalb, Carbondale, Rock Island-Moline and Peoria. VHF channels are assigned to Chicago and Urbana.

The fact that allocations have been made, however, is no assurance that all of the stations will actually be constructed. The assignments are tentative and are subject to revision by the FCC. Financing the construction and operation of the stations is another major hurdle that must be jumped.

Television is far from becoming commonplace in most Illinois communities, but the "thaw" in channel assignments represents a big step in that direction.

Housing, 4-H Mats Enclosed...

Two newspaper mats are included in the packet this week. The housing mat shows one of the variations in the new series of farmhouse plans which are now available through your office. The mat will give you a chance to promote the plans among your farm families.

The other mat is a drawing of new 4-H cabins built at the State 4-H Memorial camp and at Shaw-waw-nas-see. We have had requests from farm and home advisers who want to show county people what happens to money donated to the state camp fund-raising drive.

Also included in the packet are two promotional pieces from the National Safety Council to help in your county plans for National Farm Safety Week July 20-26. They include an outline for the week, a proclamation by the President, and a memorandum from the Secretary of Agriculture.

6/11/52



Extension Editorial Office University of Illinois College of Agriculture

Pasture Tour at Possum Trot...

City readers of the St. Louis Post-Dispatch were treated to highlights of a recent pasture tour in which 80 St. Clair county farmers and their wives, led by farm adviser Charley Glover, visited Possum Trot farm in the Missouri Ozark grasslands.

Owner of the farm, Leonard Hall, who writes the earthy "At Possum Trot" column for the Post-Dispatch, gave vivid word pictures of what the group saw: "Steers and heifers, wading knee-deep in alfalfa, clover, fescue, brome and orchard grass, were plainly not suffering from lack of food."

And this bit describing a church supper: "A peek through the open windows showed bowl after heaping bowl of potato salad, big pots of coffee and crocks of iced tea, and a whole battery of tables covered with pies."

Hall explained that the invitation was extended to the St. Clair county folks in return for their kindness in showing him around on a tour of the Shiloh-O'Fallon soil conservation district south of Belleville.

Editors like Hall, who add a pleasant rural flavor to big-town papers, are doing their bit to create a better understanding between city and farm people.

White, Black and Brown...

And editors like Joe McNaughton of the Effingham Daily News continue to do their bit in helping advisers on the firing line. How's this for a helping hand to extension? (From Joe's front page "Lamplighter" column):

6/19/52

Mr. White farms 100 acres.

Mr. Black farms 280 acres.

Mr. Brown farms 415 acres.

The 3 farms have same soil. Get same plowing. Get same rains.

On his small farm, Mr. White has plenty of time to take trips, go to picnics and fish. Brown works his head off.

At year's end they all have the SAME NET PROFIT. Why?

Dr. F. C. Bauer, in charge of the University's soil experiment farms, told us why at the Brownstown field day.

Mr. White used just the right combination of lime, superphosphate and potash, and over four years got an average gross income per acre per year of $63.11.

Mr. Black used NO treatment on his 280 acres and got a gross of $20.83 per acre per year.

Mr. Brown treated his 415 acres to nitrogen and potash without getting wise advice. His gross was $19.92 per acre per year. Dr. Bauer figured that after Mr. Brown took out the cost of the nitrogen and potash, his 415 acres netted the same as Black's 280 and White's 100.

But, oh! the work Brown did!

And--here's a thought:

FOUR families could have been living on Brown's 415 acres and living better than Brown did!



Extension Editorial Office University of Illinois College of Agriculture

Rumblings...

As you know, plans are being developed to broaden the base of the extension information program. Things in the picture include field editor service, production of information support materials tied more closely to major extension projects and problems, and aids to make the county information job easier and more effective.

The June 20 "For Your Information" outlines the plan in some detail. If you haven't already seen it, you may want to look it over. We'll appreciate your frank comments and suggestions.

LJN to N. C....

The initials LJN will not appear among the identifying symbols at the lower left corner of our information materials after this week.

They belong to Lyman Noordhoff, who is hanging his editorial shingle on the door of the North Carolina State College editorial shop as of mid-July.

Lyman has been a member of the information staff here for four years. In that time both the volume and quality of our direct services to daily papers and radio stations has improved steadily, twice receiving the top blue ribbon in national competition.

At North Carolina, Lyman will get a taste of a different phase of information work as associate editor in charge of publications. He will supervise production of all station and extension circulars and bulletins and will design and produce illustrated educational and promotional leaflets, booklets, brochures and other types of popular publications.

We will miss Lyman both personally and because of the fine contributions he has made to the Illinois information program.

News from Bad Godesberg...

From Germany comes word that Hadley Read is more permanently located than he has been in recent weeks. The Reads have a comfortable apartment in the American settlement in the villege of Bad Godesberg, just a few miles south of Bonn.

Hadley's first assignment was to prepare a detailed outline for a three-month agricultural journalism short course for representatives of a number of German colleges and universities. After taking the course, staff members will adapt it to the needs of their own institutions.

Ultimate purpose of the program is to provide pre-service training in information methods for agricultural and home economics leaders--especially those who will be engaged in county advisory work.

We are building up a fair-sized folder of letters from Hadley, which give a good picture of his experiences and impressions. The letters are well worth the short time it takes to read them--and they're here for you to look at any time you're in town.

For a first-hand report, however, why not write to Hadley directly at this address:

MSA Special Mission to Germany
Food and Agriculture Division
APO 80, Box 850
c/o Postmaster, New York, N. Y.

Regular U. S. airmail postage will carry a letter to Germany.

6/25/52



Extension Editorial Office University of Illinois College of Agriculture

Advisers and Editors--Good Teammates...

Point No. 1 in what we have called a balanced 6-point county information program is to become thoroughly acquainted with all of the newspaper and radio editors in your county.

Of course, many advisers realized the value of working closely with editors long before they heard of the 6-point program. But the idea is spreading, and we continually see evidence of good cooperation between advisers and local editors in getting the extension teaching job done.

Cliff Heaton, for example, says he doubts if you could find a better editor-cooperator than Giles Finley, farm editor of the DeKalb Daily Chronicle.

A two-hour investment of Cliff's time in a visit with Giles to a newly constructed concrete trench silo paid off in a good-sized feature story with accompanying photographs that carried a lot of meaty information to interested farmers.

Here's how Finley describes what he saw: "Briefly, a concrete trench silo is a silo lying down. Instead of the familiar upright cylinder of concrete, wood or tile that has dotted the nation's landscape for 50 years or more, it looks like a concrete-lined section of a flume or water channel.

"The silo is 110 feet long, 12 feet wide at the bottom and slants outward to 16 feet wide at the top. It is eight feet deep and will hold an estimated 250 tons of silage--more than twice the capacity of a standard 50-foot silo."

Heaton took pictures that left little doubt in the minds of readers about the size and appearance of the silo described in Finley's story. At the tag end of the story, Finley suggested that farmers wanting more information on trench silos should contact Heaton.

Cliff says, "Cooperation like this certainly makes the extension job easier."

More Cooperation...

A recent issue of the Galesburg Daily Register-Mail carried a large 3-column editorial cartoon promoting Arnold Kemp's legume-grass field day.

"Take your choice--baled or chopped," invites the friendly farmer pictured in the cartoon, as he serves up two large platters of high quality hay to his cattle.

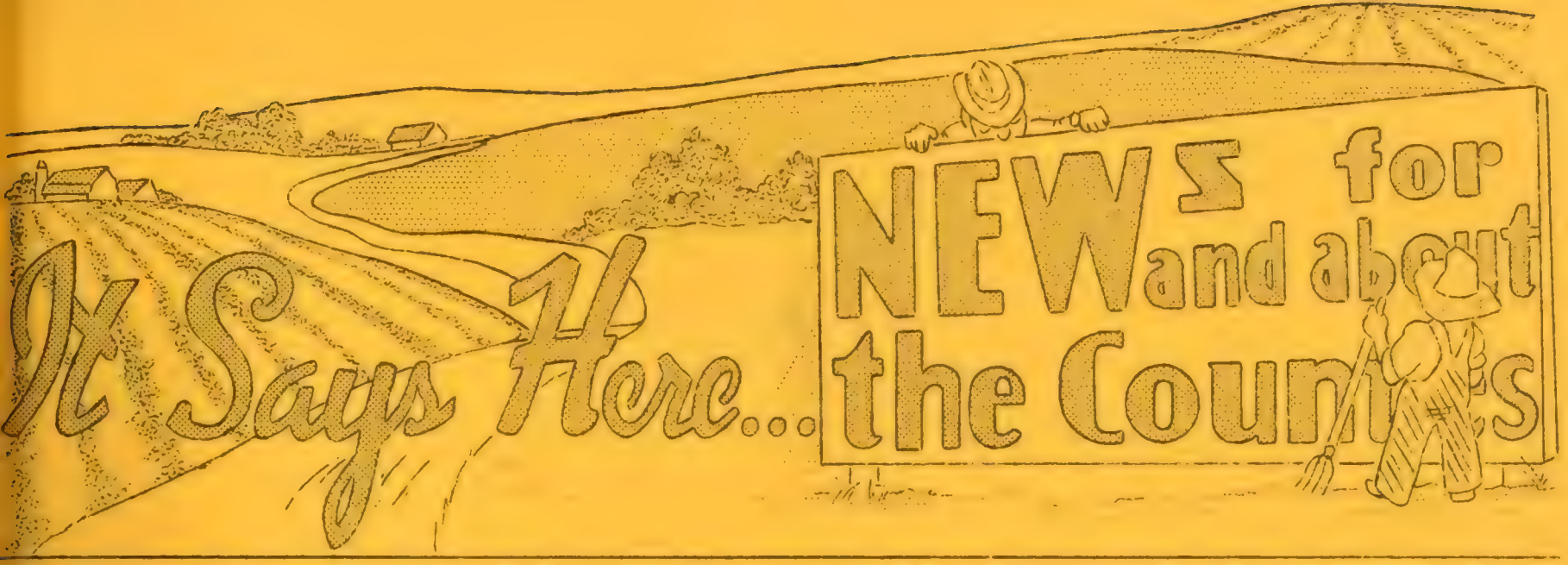
A sign in the foreground reminds Knox county farmers to attend the haymaking demonstration at the Stanton Moore farm, Maquon, on the date of the field day. More details are given in an advance story beside the cartoon.

The cartoon and story are not the only evidence of cooperation. The same page includes a personal column written by Home Adviser Wanda Sward; stories on 4-H camping plans and club meetings; a photograph of Miss Ruth Hub, new Mercer county home adviser; H. W. Hannah's "Law on the Farm"; and miscellaneous farm and home shorts and fillers.

The paper carries a nice balance of farm and home news with local emphasis.

New TV Wrinkle...

A recent technical improvement in TV is a transmitter small enough to be carried in a shoulder pack. Scheduled for initial use at the political conventions, these "walkie-talkie-lookies" may have a bright future in extension--transmitting local TV shows directly from farms.



Extension Editorial Office University of Illinois College of Agriculture

Timely Paragraphs...

If everything goes according to schedule, in next week's packet you will receive the first of a regular new monthly service--"Timely Paragraphs - for Your County Information Program."

The service, part of the College's coordinated information program, will supply you with short, timely information items. They can be used, as received, in personal columns, radio programs and as fillers. They can be expanded into stories for your news service, circular letters, and articles for your county publication.

Actually, the service is an information service from extension specialists and others here directly to you. Briefly, here's how it works:

We have asked specialists to send us, by the 10th of each month, paragraphs timely for the month following. You should receive them by the 15th. That gives you two weeks to plan their use.

This two-week advance mailing should overcome two big problems you've mentioned: (1) information sometimes reaches you after county publication deadlines; (2) information often gets there after a problem has become acute, and not in time to be of greatest help.

"Timely Paragraphs" is an exclusive service to farm and home advisers. It doesn't go to your papers or radio stations. That more or less puts it up to you to send the information to your local outlets if you want it used.

The service ought to provide the means to give greater support to your county extension program. That's what it's designed for.

7/10/52

Hay Mister!...

Here are a couple of information ideas you may want to try in your office. They are borrowed from McHenry county's Bill Tammeus.

Bill pasted a magazine story about a new type of dairy barn on an old standup type poster (the 1951 "Fighting Illini" football schedule). He placed it on the counter in the front office where visitors would see it. A great many busy farmers paused a few moments to read the article.

He also hung on his basement meeting-room wall samples of good, fair and poor quality hay. Labels were attached to each sample, giving protein analysis, fiber content and TDN. Bill says this visual aid was very effective. One thing that helped draw attention was an eye-catching sign: "Hay Mister!"

Road to Ruin...

We'll miss a bet if a lot of farmers don't hop on the conservation bandwagon after reading Frank Shuman's hard-hitting article on erosion damage in the July Whiteside County Farm Bureau News.

Under the headline "ROAD TO RUIN," a vertical picture story shows tragic damage from heavy June rains in unprotected cornfields. Writes Frank in one picture caption, "In a matter of minutes, gully and sheet erosion removed tons of topsoil that nature had taken centuries and centuries to make."

Under the headline "ROAD TO RECOVERY" is another picture story showing strip-cropping, grass waterways and other practices that turned the downpour into an asset instead of a tragedy.



Extension Editorial Office University of Illinois College of Agriculture

Meetin' Time Down South...

Once each year it's customary for land-grant college editorial people to get together to take a close look at some of the big over-all problems in their field of work.

Last year, you may recall, Illinois played host to some 200 editors from 43 different states and a number of foreign countries. Some of you took in sessions.

Next week the annual AAACE meeting will be held at Clemson College, South Carolina.

Essentially, these annual meetings are workshop sessions, flavored with inspirational messages from men and women who have become leaders in the editorial field. Primary aim is to share experiences and gain new ideas in the use of mass methods for the dissemination of agricultural and home economics information.

Clemson Meeting Different...

The Clemson meeting will be different in some respects from previous meetings. A major portion of the program will be devoted to a review of a proposed cooperative project to be administered by AAACE, participated in by the various land-grant colleges, and supported financially by the W. K. Kellogg Foundation, Battle Creek, Michigan.

Things to Come...

Here are some of the far-reaching objectives of the proposed project:

(1) Improved communications among the nation's agricultural editors for the mutual sharing of ideas.

7/17/52

(2) Improved training in the philosophy and skills of communication for three groups: A) Those presently employed in the communication of information relating to agriculture and home economics--through high caliber professional workshops. B) The on-coming generation of agricultural and home economics leaders--through improved undergraduate and graduate study. C) State staff and county workers--through an improved program of in-service training in information methods.

Much of the time at Clemson is earmarked for spelling out the means of achieving these broad-gauge objectives.

******

Illinois has contributed a fair amount of leadership in the development of the project. To Hadley Read should go much of the credit for developing the original idea in cooperation with Dean Wilbur Schramm of the Division of Communications and Dr. Robert Van Duyne of the Kellogg Foundation.

Ken McDermott and Jessie Heathman played important roles in spark-plugging the project. And Dean Rusk and Associate Director Kammlade were generous in their encouragement and support.

Through the efforts of these people, and many others throughout the country, AAACE and its parent land-grant institutions are now presented with a challenging opportunity in the field of agricultural and home economics information.

If the news services are slim next week, you will know that the lights are burning late at Clemson.



Extension Editorial Office University of Illinois College of Agriculture

It Takes Motivation...

A couple of weeks ago the American Farm Research association held its annual meeting on the Urbana campus. It was a high-powered conference, with many research men from industry and from colleges all over the country attending. The final session was a panel on "Adequate Financing of Farm Practices for Lowering Cost of Production." That's scientific language for "Where Can I Get Some Money?"

To answer that question, the panel included two bankers. But the words that pleased communications-minded persons at the meeting most were: "It's not lack of available money that holds back farm expansion--it's lack of motivation."

To put that the other way around, the problem is not credit--it's motivation. That came in a letter from Whiteside County Farm Adviser Frank Shuman, who was scheduled to be on the program but couldn't make it. Fred Herndon, Illinois Farm Supply Company, substituted for Frank and set up some of the problems of adequate farm financing.

Of course, Frank Shuman is one of the state's staunchest advocates of the need for more motivation to get farmers to adopt good soil conservation and soil-building practices. If you don't believe that, just glance at the latest issue of the Whiteside County Farm Bureau publication. The only way to motivate that we know of is to have your own soil wash away in a rainstorm or have your neighbor's soil wash away. Then you'll get the idea that soil conservation is important. Frank tells 'em, but he also shows 'em. And Fred Herndon thinks Frank is on the right track.

Truog Speaks...

Next speaker on the panel was Emil Truog, professor of soils at the University of Wisconsin. Among other things he said, "Investments in land improvements will still be paying off long after gold mines and oil wells run dry. We should be preaching to farmers to build their farms for the next 100 years." What is he talking about but motivation?

Then True Morse, president of the Doane Agricultural Service, said that fertility levels in the soil are like a bank account that can be drawn against when you need cash most, and later rebuilt. How about that for motivation?

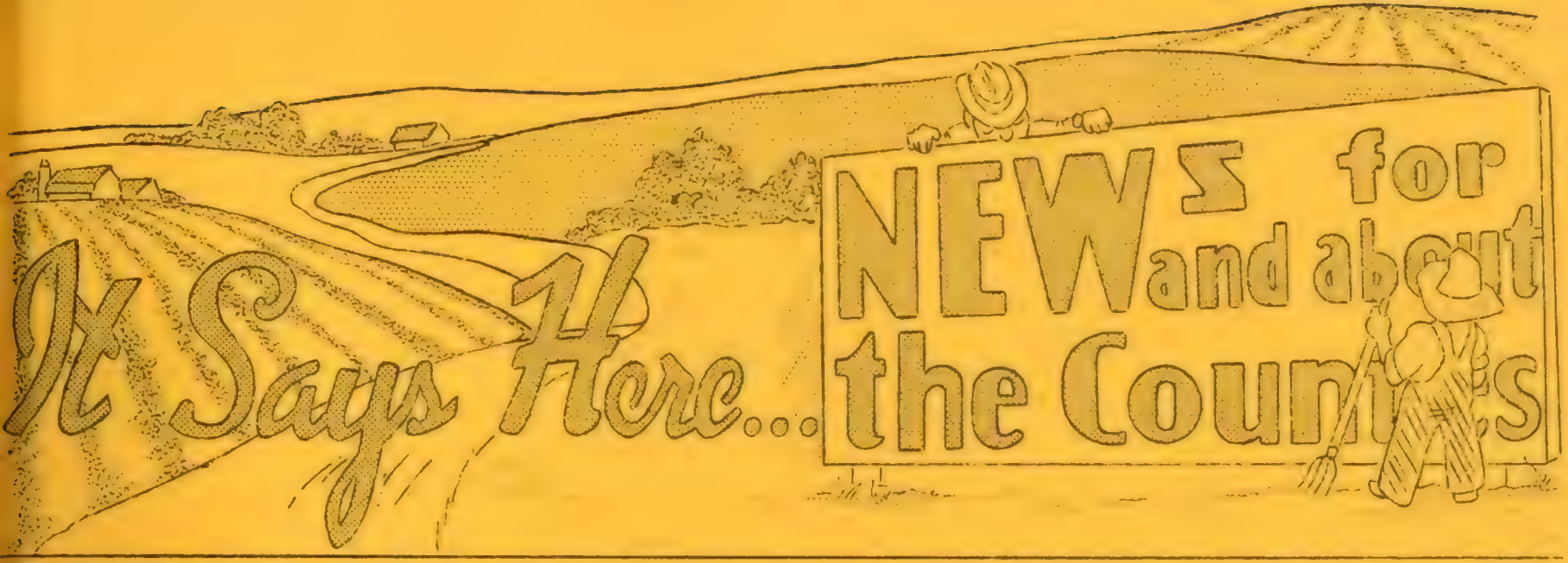
The Bankers Talk...

When it came time for President Warren Garst of the Home State Bank, Jefferson, Iowa, to talk, he asked why it took 18 years from the time the first farmer in two Iowa townships, not far from Ames, heard about hybrid corn until the last farmer stopped using anything else. Half the farmers surveyed in those two townships said they first heard about hybrid corn from a salesman who tried to sell them some. Garst said the problem is not lack of financing; it is education of farmers. Let's not motivate in terms of cash in the bank, but in terms of what people want. (There's that word again.)

The last speaker, Don Henry of the Federal Land Bank in St. Louis, said that if farm management is built for good land use, the capital required will take care of itself.

Every single one of that top-flight panel agreed that motivation of farmers rates highest priority. That's the business all of us are in together.

7/24/52



Extension Editorial Office University of Illinois College of Agriculture

Report From Clemson...

Five members of the extension editorial staff were among 180 ag college, industry, USDA and foreign agriculture and home economics information workers who gathered last week on the campus of the Agricultural College of South Carolina at Clemson. The occasion was the annual meeting of the American Association of Agricultural College Editors. Members attending from the University of Illinois included Jack Murray, Bob Jarnagin, Jessie Heathman, Ken McDermott, and Evelyn Hutcheson.

It was an inspirational meeting and, as usual, about as much benefit came out of the talk sessions with old and new friends from other colleges as came from the formal program itself. Most college editors give out with a pretty good line of chatter, too, when they get a chance.

AAACE Kellogg Project...

Top item of importance on the agenda was full and free discussion of the proposed professional improvement project sponsored and financed by the Kellogg Foundation of Battle Creek, Michigan. This project, which is now only in the talking and planning stage, is headed toward a broad program of training information workers how to do a better job of getting information and the results out to farm people. The ultimate goal is a continual raising of the standards of extension and research information work through the media of workshops, graduate work, on-the-job training, professional publications, better intercommunication, better use of old and new techniques, and other ways.

7/31/52

Resolved...

The association passed a resolution instructing its officers (1) to complete proposals for a major professional improvement project in communications, (2) to continue negotiations with the W. K. Kellogg Foundation for the Foundation's cooperation on the project, (3) to get the essential administrative approvals from the Land-Grant College association and (4) to put the proposals into effect if a Foundation grant is obtained.

Media Sessions...

Illinois editors took an active part in the special sessions on press, visual aids, editorial administration, radio, publications and television. As chairman of the exhibits committee, Jack Murray had charge of the morning program on the second day of the meeting, when those attending made an organized tour of the 18 state, USDA and international information exhibits on display. The Illinois exhibit featured our training program in information methods all the way from undergraduate classes through graduate and undergraduate on-the-job training to district information workshops for county extension people.

Outlook Helps...

We're enclosing some suggested promotion aids to help you boost attendance at your fall outlook meeting. Larry Simerl says he expects about 10,000 Illinois farmers to turn out at meetings in 85-90 counties this year. You can get your share by accepting the challenge as "publicity chairman" in your county. Use this material plus ideas of your own to "pack 'em in."



Extension Editorial Office University of Illinois College of Agriculture

County TV in Penn...

One of the highly informative media sessions during the recent AAACE meeting at Clemson concerned itself with television. On the speaking program were a television specialist from the USDA, a program manager and producer from two commercial stations and representatives of college extension services. The talk which will be of most interest to county extension people in Illinois came from Miss Yvonne L. Cook, home economics extension representative in Lancaster county, Pennsylvania. Miss Cook told the assembled editors about her county TV show.

Actually, two counties share the weekly program time, and the programs are further split between agriculture and home economics. The result is that Miss Cook has a show about every fourth week. She has been doing television for a couple of years now and is an old hand at the game. That also means that she has tried about every trick thought of so far. Her basic philosophy for using television is simply to carry on her regular extension work of reaching farm women with usable information by means of this great new medium. For instance, one of her recent shows was devoted to showing farm women how to iron a shirt in five to eight minutes. That may be old stuff to you, but it may be entirely new to many of your listeners.

Miss Cook also uses the interview type of program once in a while and has guest stars appear with her on the show. These are things that we'll be doing one of these days soon.

8/7/52

Good Relationship...

Ray Frakes and Chuck Federman of Jersey county have the kind of editor relationship that pays off. Now owners of a new farm-bureau-bought camera, they pick up loaded film holders at the newspaper office and return the exposed film to be developed and printed by the newspaper editor. In the last issue of the local paper prior to the recent visit of their field editor, at least seven local pictures were printed, including three on 4-H camping.

Editor Jim McLaren of the Jerseyville Democrat-News is amazed at the "racket" he has, getting all that "free" stuff. Other editors, he reports, wonder "how in the world do you get all that good copy, for free?"

Column Humor...

Incidentally, Chuck knows that his column gets read. One tiny error brought in at least a dozen inquiries one week. The column, Chuck says, takes about half an hour a week, either on Saturday or Monday. He writes it from his calendar, past and future. Chuck has the knack of getting down-to-earth humor in his column once in awhile as seen by his "rib tickler" on Vinegar Bend Mizell in a recent issue. Chuck had taken in a game at Sportsmen's Park and reported that every time he thought of Mizell's walk he "starts laughing all over again. He walks just like an old worn-out mule. But he can really fire that ball." Your county folks will find a lot of interesting reading with that sort of humor tucked into your personal columns.



Extension Editorial Office University of Illinois College of Agriculture

Selling Soil Testing...

Commercial organizations long have realized the selling power of "point-of-sale" advertising. They use posters, displays, models, flashing lights and other devices to deliver their messages right to the counter-top where the customer opens his pocketbook.

Farm Adviser Cliff Love of Christian county finds this same technique effective in selling his soil testing and soil building program.

On the wall of his office, in plain view of all who come through the door, Cliff has posted a large map of the county, showing in color all of the farms tested over a 3-year period.

The map makes an impressive display, with its bold caption: "Complete Soil Test Service on These Farms -- Is Your Farm Among Them?"

Cliff, who is completely sold on soil testing, sums it up this way: "I think that the fertility level of the soils in Christian county is basic in that farm income is based upon crop production which may be sold from the farm in the form of grain or in livestock products. We have gone all out to sell the soil testing and soil building program."

Cliff is using his "point-of-sale" map and other information tools to reinforce his educational campaign.

And the fact that his farms brought in samples for complete acidity, phosphorus and potassium tests last year representing more than 28,000 acres shows that Cliff's campaign is getting results.

8-13-52

Dr. Clarence Poe...

One of the highlights of the AAACE meeting each year is the presentation of the Reuben Brigham Award to a person outside the college field who has made an outstanding contribution to agriculture through editorial effort.

This year's award went to Dr. Clarence Poe, president and editor of Progressive Farmer, the magazine that has done much to help spark the South's rapid agricultural progress.

In the half-century that Dr. Poe has edited Progressive Farmer, circulation has climbed from 5000 to 1,500,000. The magazine has become an influential partner of southern land-grant colleges in getting an educational job done.

In fact, Dr. Poe modestly gives most of the credit for his magazine's success to the agricultural colleges of the southeast.

"People down here used to farm by signs of the moon," said Dr. Poe. "But gradually they demanded more reliable information.

"The colleges, through research programs, started turning up that reliable information. We simply lent a hand to the extension fellows. We couldn't lose."

Here's the secret formula Dr. Poe used to help make his magazine and southern agriculture prosper: "Combine old-fashioned rural writing with new scientific knowledge."

"Timely Paragraphs" Enclosed...

"Timely Paragraphs" for September are enclosed in this week's packet. Your response to this new service is extremely gratifying.



Extension Editorial Office University of Illinois College of Agriculture

Read Behind Iron Curtain...

When last heard from, Hadley Read was in Austria surveying agricultural information problems and needs in that country.

Mrs. Read, who accompanied Hadley to Vienna, wrote a letter describing the trip from Germany. Here is an excerpt from the letter:

"The third day we drove the much anticipated 100 miles through Russian-occupied Austria to Vienna. The trip was absolutely uneventful!

"As we left the American zone, we were checked out as to the exact time, and given instructions to drive straight through without stopping or deviating from the highway.

"Driving time was two hours and 15 minutes. Presumably if you don't arrive on schedule, someone comes to look for you.

"Well, as I say, nothing happened at all!"

Supporting Camping Program...

Iroquois county farm adviser Ken Imig and assistant Warren Bundy tried a new wrinkle recently to get better information support for the 4-H camping program.

They sent a special release to all of the papers in the county, with a supplemental sheet giving names and local clubs of all the boys and girls attending camp.

This made it easy for editors to spot local members attending and tailor the story to the interests of the community.

8/20/52

Quotable Quotes...

The following bits of information philosophy seemed worthy of passing along. The quotes are from an article by Director Leslie G. Moeller of the University of Iowa school of journalism in the current issue of Quill, magazine for journalists:

"What is today more important to the world than learning how effectively to transmit information which will be the basis of a more complete understanding among men everywhere?"

****

"Hundreds of problems remain untouched. Only small beginnings have been made in studying the public's attitudes toward the mass media, including what readers do and do not believe, readability, readership, depth of impact, methods of reaching the citizen with a frozen mind, methods of creating new interests, and many others."

****

"Twenty years from now the ideal goals of formal journalism education will probably still be those now recognized: (a) a helpful service program for the working profession; (b) a long-range schedule of basic and applied research; (c) a well-planned, effective teaching program."

Why Keep It Secret?...

Judging from the picture stories appearing in recent issues of the Randolph County Farmer, farm adviser Glenn Coffey is packing a camera with him as he makes his farm visits. Glenn doesn't believe in keeping secret the good farming practices he sees in the county.



Extension Editorial Office University of Illinois College of Agriculture

Charlie Was Here...

Charlie Glover stopped in the other day. He was up for Sports Festival and had just a minute before his group left for St. Clair county.

"Wanted to show you how we used those Timely Paragraphs." Charlie plunked down a fistful of newspapers.

"This," announces Charlie, "is my new column." It was in the Freeburg Tribune. "And here it is in the New Athens Journal Press." He pointed it out in the Millstadt Enterprise, the Mascoutah Herald, and so on.

"This is the first issue of a weekly column that I hope will contain some information that you will be interested in reading. Tell your publisher if you like the column. Also, if you have questions that you would like to have answered, write to me or to your publisher..."

That was Charlie talking in his column. That's how he kicked it off. Farm Views and News, by your farm adviser Charles N. Glover -- the heading neatly set up with a thumbnail photo.

Some of the column items actually were ones included in the last series of Timely Paragraphs. But some were also local items that Charlie had written up himself.

"That's how we plan to run it now -- some items from Timely Paragraphs -- some local items from the county.

"Say, we bought a tape recorder too -- the $100 model with the pushbutton controls. Haven't had time to practice on it yet, but it ought to come in handy this fall."

(He and home adviser Marjorie Tabor team up with advisers in Madison and Monroe counties to present a daily farm and home radio program on Station WTMV, East St. Louis. This station cannot use nonunion-made recordings, but Charlie plans to supplement this program with tape-recorded programs on his local Belleville station. They have OK'd using extension-made tapes).

"Well, I just wanted to show you these columns. Tell Harry and Dick, Jerry and Clyde and Scotty, and all of the other extension specialists that we like the Timely Paragraphs -- and keep them coming. So long."

Reaching Young Folks...

Ed Barnes, Richland county farm adviser, is seeing to it this summer that page two of the county farm bureau publication is devoted to the interests of the young people of the county.

All the news that 4-H members and other youth groups are interested in goes on that page -- and nothing else.

Ed also uses pictures and mats to supplement the stories.

Response has been good, Ed reports. Youngsters read the page, and the advisers feel it's a dependable way to reach the members.

The Richland Farmer is a small publication. Other counties could use the same technique by setting aside part of a larger page. Ed says. "Let the kids know the page belongs to them."

8/27/52



Extension Editorial Office University of Illinois College of Agriculture

Cook County Advisers Sell 4-H...

"The sixth annual 4-H fair at the Arlington Park race track was the most successful in its history. Nearly 12,000 attended the Sunday program, and a total of 22,000 attended during the three days.

"The increasing interest shown in the fair each year encourages the officers to enlarge plans for succeeding events. Their goal is to make the North Cook county show the outstanding 4-H Club fair in the state of Illinois..."

Those are the lead paragraphs of a front-page story in the Cook County Herald, enthusiastically reporting the successful North Cook County 4-H Fair, August 15-17.

The story includes a nice bouquet of roses for Advisers Upham, Mees, Coulter, and Schmidt.

Mees and company went all-out in promoting their 4-H show. They sent news releases to all area papers and ran ads in weeklies in Des Plaines, Wheeling, Park Ridge, Norwood Park and Barrington.

WLS plugged the show a number of times, and the Chicago Tribune ran advance and follow-up features on the front page of its neighborhood section.

To cap it off, the advisers employed a sound truck to remind people in Palatine, Arlington Heights and Mount Prospect about the fair.

"Judging from the 22,000 attendance, these activities paid off handsomely," writes Carl Mees. "We sold a lot of 4-H in this area those three days at the fair. Cooperation from press and radio editors was splendid."

9/4/52

Meet Don Schild...

If you have attended the Indiana State Fair and wandered through the Purdue building there, perhaps you've already met Don Schild. If you haven't, you've certainly seen examples of his work.

Until last week, Don was exhibits specialist in Purdue's department of short courses and exhibits. Tuesday he moved into 330 Mumford Hall and placed his bagful of exhibit tricks and ideas in a drawer of the desk vacated by Lyman Noordhoff.

Don's job here will be a big one and an important one. We're calling him assistant extension editor in charge of visual aids.

In this position he'll assist extension workers in studying their needs for visual materials and in planning, producing and distributing these materials. He'll also provide technical assistance in producing "Farm and Home Time," the College's weekly television program on WBKB-TV, Chicago.

Don's background and previous experience qualify him well for the position he's to fill here. He was raised on an Iowa farm, graduated from Iowa State College, and received the M. S. degree in agricultural education at the University of Illinois in 1947.

From 1940 to 1942, he was high school vocational agriculture instructor at Exira, Iowa; and from 1942 to 1946, he served in the army air force.

Part of Don's job will be to work with farm and home advisers on visual problems. And eventually he'll take over district field editor responsibilities.



Extension Editorial Office University of Illinois College of Agriculture

Use Facts, Not Generalities...

We're seeing more and more fine personal columns in the newspapers that arrive here each week. The column idea is catching on. And it's an effective way to do extension work.

A few of the columns, however, get right up to the point of serving the extension purpose and then don't deliver.

One such column, describing a farm management tour, showed up last week. It discussed in general terms "successful" alfalfa stands, spring-seeded in wheat and oats; "satisfactory" results of nitrates on corn; and "other results" of fertilizer.

Right there would have been an opportunity to give specific figures on treatments and tell about specific practices the farmer followed.

Besides informing those who weren't there, the specific data would give those who did attend a review of what they had seen.

Stories Are Needed Too...

While personal columns are effective and easy to write, they can't do the whole information job.

There's still a place for the old information work-horse, the news story.

In a news story you can add more details and give more specific information than you can give in a column paragraph.

A good time to write a story about good farming is the day you visit a farm to plan a tour. Chances are you'll make notes anyway on several different phases of the farming operation.

With just a little effort, you can turn out a first-class story--while the information is still fresh in your mind.

Program Planning in the News...

Extension program planning is top-flight news story material in Iroquois county.

Ken Imig's regular weekly news service to county papers this week included a story explaining step by step how the educational program for '53 will be developed.

The story stressed the need for farmer participation and pointed out that while the county farm bureau sponsors the agricultural extension program in the county, the services of the advisers and participation in the extension program are open to all persons, regardless of membership in any farm organization.

Imig urged all farm families to send in their suggestions for 1953 so that the program planning committee could consider them in developing the program.

Noted Here and There...

In the Woodstock Daily Sentinel -- on-the-farm pictures of the '51 Farm Bureau Farm Management tour used to promote the '52 tour. These words in the caption: "Everybody always goes home with a new idea either from something he saw or heard when he attends an FBFM tour."

In the Hancock County Journal -- a fine front-page tribute, with photograph, to Curt Eisenmayer, who is leaving the county where he was assistant farm adviser to become farm adviser in Henderson county.

In a good share of the papers -- items from "Timely Paragraphs," the monthly information service prepared for you by extension specialists here at the College.

9/11/52



Extension Editorial Office University of Illinois College of Agriculture

Progress Slow in TV Construction...

According to a report from Washington, it may be months before any new television stations are constructed in Illinois.

Five stations are now operating--four in Chicago and one in Rock Island. Illinois residents also get reception from stations in Indianapolis, Davenport, St. Louis and Louisville.

First step in "thawing" the 4-year-old freeze on TV construction was made by the Federal Communications Commission early in the summer when tentative channels were assigned to various communities throughout the country.

Next step was for local radio stations, business concerns or educational institutions to apply for construction permits to build stations to operate on the assigned channels.

The following numbers of applications for construction permits are now on file with FCC by groups in the following communities:

Champaign-Urbana, 2; Chicago, 3; Rockford, 3; Joliet, 1; Danville, 1; Harrisburg, 1; Peoria, 5; Quincy, 2; and Springfield, 4.

The rub comes in deciding who gets the channel if more than one group want it. In Champaign-Urbana, for example, two different groups have applied for the single available VHF commercial channel.

Where channels are contested, the FCC must hold hearings to decide which group shall have the channel. Besides Champaign-Urbana, communities with contested channels include Springfield, Rockford, Peoria and Quincy.

Lengthy hearings will push back the date when residents in these cities will have TV service.

For communities that have channels assigned to them but have not yet applied for construction permits, television seems far off.

Roadside Promotion...

Enterprising Frank Bill, farm editor of the Bloomington Daily Pantagraph zeroed in all of his promotion guns to drum up a big crowd for the recent Pantagraph-sponsored Soil Day.

Most novel of the stunts Frank used was a series of roadside signs (a la Burma Shave) which read:

Low Production
Will be Found
Where Little Care
Is Given Ground
Come to
Pantagraph Soil Day

Myers Uses Timely Paragraphs...

"Timely Paragraphs" continue to show up in many interesting and effective forms.

Macon county farm adviser Warren Myers set up a page of paragraphs in the September issue of the Macon County Farmers' Outlook.

The page carries an illustrated masthead showing a dictionary--and in bold print, the question, "Did You Know?..."

The paragraphs are run in column form in three columns in the attractive 8½x11 offset-type publication.



Extension Editorial Office University of Illinois College of Agriculture

Extension's Dilemma...

It is evident from discussion in district meetings that a number of advisers are genuinely concerned about the progress extension is making in getting farm people to adopt improved practices.

As one farm adviser put it, "For 20 years in my county I've been preaching soil testing. And yet the other day a farmer walked into the office and asked me, 'What's this soil testing all about anyway?'"

Another adviser said, "We just aren't getting the job done fast enough. New methods of farming are turning up faster than farmers are putting older recommended practices into operation."

Some of you say that it's a matter of motivation, and that we haven't yet discovered the magic formula for motivating our people to action. Some of you say that 90 percent of extension's headaches are due to confusion caused by farm magazines in printing stories of spectacular successes.

The rest of this page could be filled with similar comments. But that wouldn't leave room for a few observations we want to make.

It seems logical to us (1) that extension work is basically a matter of communicating with farm people and selling them on better methods and practices; (2) that the sales job will be easier if the adviser is regarded by his people as the No. 1 agricultural or home economics authority in the county; (3) that to reach and maintain this position of leadership, and at the same time reach a large number of people with facts, all available methods of communicating must be used.

9-25-52

This gets us back to a point we've been harping on for a couple of years. The point is this: Most counties have within their borders all of the different means of communicating with people that science has been able to develop. For the most part, they're available to extension just for the asking. It seems a shame not to use them.

Take the newspaper for example. Here's an information vehicle that goes into every farm home in your county. It's designed specifically to reach people with information. Somebody else pays the printing cost. Somebody else pays the circulation cost. Somebody else worries about management and depreciation. All extension has to do is supply a small part of the information.

Commercial organizations pay handsomely for the same opportunity to reach people through newspapers that extension gets free. We're missing the boat by not using newspapers in our educational program.

A 50-word story sent to the county seat daily calling attention to an outlook meeting is not a news service. And yet in the time it takes to answer four or five letters, most of us could prepare as many educational stories each week that would reach thousands of persons through the daily and weekly papers.

Radio offers you a similar opportunity to reach large numbers of people. It costs an implement dealer perhaps $1,500 a year for the same weekly 15 minutes of radio time you could have for nothing. And a lot of implement companies are glad to pay that price because they make it up many times over in increased sales. We're missing the boat in not using radio in communicating with people to sell our product -- education.



Extension Editorial Office University of Illinois College of Agriculture

Read to Scotland...

From York, England, comes a hastily penned note from Hadley Read, who is on his way to northern Scotland for a three-week information assignment.

Writes Hadley of his brief visit to London: "Our hotel was the Park Lane on Picadilly, across the park from Buckingham Palace. After dinner we walked down Picadilly to famed Picadilly Circus. The sights--the sounds--the people--everything reminded us of home--and there we were, homesick in the middle of London!"

Hadley is still headquartered in Bonn, Germany, although in recent weeks he has completed assignments in Austria. Part of this work took him to the Yugoslav border and within a few miles of Romania. Much of his work this winter will be in Germany, although a few assignments will take him to the Netherlands and the Scandinavian countries.

At Last It's Happened!...

An Illinois farm adviser personally visited all of the editors in his county in his first two weeks on the job! And he immediately started a column which six of the seven papers are using.

The farm adviser is Bob Hollensbe of Clark county. District IV field editor Ken McDermott visited Bob early in July to help him get the column started.

Bob's candid reaction to column writing while shaping up the first one was, "Well, this isn't going to be so hard after all!"

In a recent column he covered nine different topics and used names of eight farmers. Bob says the editors like it when he includes plenty of local names.

Hoppin Starts Weekly Radio Program...

"On the Farm Front" is the title of a new radio program being heard these days by Logan county farm families.

The program is the new extension teaching tool of Farm Adviser Fred Hoppin. It is heard each Friday at 12:15 p.m. on WPRC, Lincoln.

Fred has found, in the short time he's been on, that a lot of information can be packed into a 15-minute program.

Here are some items featured in the September 26 show:

Reminder that the county 4-H judging team, as state champs, would represent Illinois at the national judging contest at Waterloo, Iowa.

Announcement that 4-H achievement and project honor members would be named by the extension committee Wednesday night.

Report on county soil conservation demonstration and discussion of plans for future tours and demonstrations.

Report on hail damage, particularly severe in south half of county.

Reference to tours and meetings coming up that related directly to the county agricultural extension program, with emphasis on soil improvement.

Description of special field day at Research Acres, sponsored by Successful Farming magazine.

Reminder about Shorthorn picnic coming up.

Thought for the week on the value of soil testing.

Fred hasn't had time yet to evaluate his new radio program as a teaching aid, but he thinks he's reaching a lot of farmers he might not otherwise reach with the county extension program.

10/2/52



Extension Editorial Office University of Illinois College of Agriculture

Worth Reading...

If you're one who likes to worry about the future, there's an article in the October Better Farming Methods that will interest you. "Television Is a Friend--Not Foe!" is the story of a county agent in Ohio who had to face television--and lived.

Column Writing at Its Best...

With all the current high interest in writing personal columns we couldn't resist the temptation to run another of editor Frank McNaughton's master columns. Frank gave soil fertility a big boost with this front page item in the Effingham Daily News:

I don't mean to say in this column that the drought didn't hurt. It did hurt.

But I do say that out of the drought I got a new confidence in the Effingham area.

Oldtimers had been telling me how a drought at Effingham could "kill everything." It frightened me.

When farmers are flat, the city is pretty flat.

But this week a lifetime resident of Effingham county took me on a drive thru what he said was the part of the county where the drought was WORST.

Pasture was bad. No doubt of that.

But he showed me some fields of corn that will do over 50 bu.

He pointed to one that he said might even do 70.

We walked into it. Many stalks 8 ft. tall. Many 10-in. ears. No weeds.

I had him stop by other fields and the truth is that some husks enclose nothing but a cob--maybe a dozen kernels.

I wonder if one 4 ft. weed took the water that would have made one ear of corn. I don't know.

But this I know:

Farmers have learned how to make more of a sponge of their soil; and they have learned how to plow organic matter under into it; and they've learned how to use equipment to do things quickly, so as to form a moisture holding mulch over their soil.

This is all what people told me; but they said that in the old days with a drought like they had this year around Teutopolis and Montrose, nobody would have expected them to raise anything--least of all, 50 bu. corn.

Yes, it gives me new confidence in the future of the area.

****

(Note: If you use this, as someone did an earlier column of Frank's which appeared in "It Says Here," you're obliged to give the author credit.)

TV Time Change...

"Farm and Home Time," the College's weekly TV show on WBKB, Chicago, is taking a brief holiday. Formerly presented on Thursdays from 4:15 to 4:45 p.m., the program will move to 12:00 to 12:30 p.m. Saturdays as soon as time is cleared. Main reason for the shift is to reach an expected larger farm audience.

According to station estimates, the new time spot will be available between October 25 and November 22. The new series, once started, will feature special TV films produced here and participation by farm and home advisers in northeastern Illinois.

10/9/52



Extension Editorial Office University of Illinois College of Agriculture

Visuals Not New; Still Good...

Extension livestock specialist Dick Carlisle recently unearthed an item indicating that visual aids were used effectively back in the early days of the College of Agriculture.

Dick ran across the following paragraph in the 1900 annual report of the Illinois Livestock Breeders' Association:

"Professor Davenport discussed the weakest points of improved animals by using a large number of pictures. He dwelt particularly on the horse, and pointed out, by means of a series of charts showing the different positions of the horse in running, jumping and trotting, the parts of the system where the greatest strain would necessarily occur.

"This was an entirely new method of illustration and was watched with the greatest interest. He was a wise man who did not learn something important from this lecture, which was followed by a long discussion."

That was in the days when you could get a good canopy-top surrey, complete with double fenders, curtains and lamps, for $75.

But what the writer observed a half-century ago about the value of visual aids as teaching tools still goes today.

Most people are visual-minded. The simplest hen-scratchings on a blackboard can pep up a talk. A good picture can add many times to the value of a story. An exhibit can be your silent teaching partner.

Surely visuals have a place in the extension program. They can help get extension work done.

10-15-52

Power of the Press...

A few days ago extension dairy specialist Jerry Cash tallied up the requests his department had received for a "price-per-pound protein chart."

The chart was mentioned only once in a story that went out in the college's regular news service last February.

Requests for the chart came in from 228 individuals and firms located in 32 different states, Washington, D. C., Canada and South Africa.

That coverage isn't bad for a one-shot release. But proportionately it's not nearly so good as you can do in your own county with your own news service, personal column, radio program or monthly publication.

The dairy announcement went far and wide because cooperating outlets--newspapers, magazines and radio stations--picked it up and carried it into homes and offices hundreds and thousands of miles from Urbana.

You have the same opportunity in your monthly publication, and in working with local cooperating newspapers and radio stations, to send your educational message over great distances.

It seems only logical to use these teaching tools to carry your extension program to the far corners of your county.

Doing It the Easy Way...

Marshall-Putnam county farm adviser Andy Harris finds that dictating is an easy and efficient way to write news stories.

Andy sends out a regular weekly mimeographed news service to five county weeklies, three area dailies and three radio stations.



Extension Editorial Office University of Illinois College of Agriculture

A Problem Restated...

One of the questions most frequently asked of our field editors on county visits is "How can I do a better job of extension teaching in the monthly publication?"

If you attended the 1951 series of information workshops, you'll recall that Hadley Read suggested using the "smash" approach to concentrate attention each month on one of the major phases of your extension program.

This is still the soundest approach we know of--and the one we're recommending.

A monthly publication can't effectively be a news publication. Yet a good share of the publications carry only short, unrelated news items that should more logically be fed out through the newspapers.

A cluttered smattering of short items just doesn't have the impact that's needed to drive home the big things in your extension program.

What we mean when we say to use the "smash" approach is this:

Pick out of your program the really big jobs you want to get done this year. Calendarize these jobs according to their timeliness. Then use the publication to hit hard on these jobs--in advance of or during the time when the job is important.

Build the information around one or two feature stories with photographs or illustrations. Explain what the problem is and why it's a problem, and tell what's needed to solve it. Tell how some of your successful farmers or homemakers are solving it.

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Supplement the big story with shorter items pointing up related meetings, tours or demonstrations. Fill out the publication with other short items bearing on the subject.

Obviously the teaching you do in a county publication won't take the place of the teaching you can do on a farm or home visit. But you can successfully dramatize the problems of your county and the program you've outlined to help solve those problems.

By so doing, you can give your cooperators a better understanding of the facts and services you can offer to help them do a better job of farming or homemaking.

Column Outlines Bang's Control Program..

Farm Adviser Les Rogers of Perry county made double use of one of his recent weekly newspaper columns. Besides outlining the county Bang's disease control program to interested readers, he gave a nice pat on the back to the veterinarian responsible for carrying it out.

"Perry county certainly is getting the jump on neighboring counties that are wondering how they are going to have clean herds by 1955," wrote Les.

He ended the column with specific instructions on how livestock owners could cooperate in helping to rid the county of the disease.

4-H Achievement Mats...

Enclosed you will find two newspaper mats suitable for promoting National 4-H Achievement Day, November 8. We have a limited number of extra mats if you want to order them. You can also get extra mats from the National Committee on Boys and Girls Club Work, Chicago.



Extension Editorial Office University of Illinois College of Agriculture

Counties Doing Good Information Job...

Our field editors are having some interesting sessions with farm and home advisers during county visits. And their eyes are opened, too, to the really fine information job being done in some of the counties.

In Christian county, for example, the whole extension staff is information-minded. Farm Adviser Cliff Love writes a weekly column he calls "Out in the County." It is carried in the Taylorville Breeze-Courier, a daily with 7,000 circulation. It's also carried in county weeklies.

Cliff says he has more "comeback" (comments) on the column than on any of his other information projects.

He also cooperates with the farm editor of the local daily in rounding up feature stories for the paper's farm page. And once a week he steps up to the WTIM microphone for a 15-minute radio visit with farm families in the county.

To cap it off, Cliff uses a modern offset printing process to turn out eye-catching monthly county publications packed with stories that back up his extension program.

Home Adviser Lucille Entsminger also writes for "Out in the County" and for the county publication.

To maintain interest in her monthly newsletter--and to insure high readership--she invites different local units in each month as "guest editors." The unit women put together the newsletter, adding items they are interested in, but including also news items that reinforce the county home economics extension program. Next step for Lucille will be a weekly radio program which is already in the planning stage.

Youth Adviser Ed Duvick, who took our information methods course as a senior, supports his extension youth program with stories like the one attached to this sheet. In this story Ed uses an unusual twist to dramatize what otherwise might be drab, uninteresting facts.

Ed also has worked out a special card for 4-H Club reporters which makes it easy for them to report club meeting news to local papers.

Christian county farm folks seem to appreciate the special efforts their advisers make to keep them well informed. Wrote Mrs. Ben F. Wright of R. R. 4, Taylorville, recently to Farm Adviser Love:

"Read the article in the paper about Mr. Meyers' cows getting poisoned. Will you please send me circular 599 put out by the University of Illinois?

"I am a steady listener to your radio programs and enjoy them very much. Keep up the good work!"

"Air Tour Big Success!"...

The above headline invited Washington county farm folks to read a follow-up story on Farm Adviser Wilbur Smith's recent county air tour showing results of erosion.

Dubbed "Conservation Airlift," the project employed 10 planes and gave 190 people a bird's-eye view of erosion and conservation in the county.

Nine pictures plus plenty of direct quotes from farmers were used in the county Farm Bureau News to tell the story of the successful operation.

10/30/52

THE 4-H HARVEST

by

Ed Duvick, Christian County Youth Adviser

It's harvest-time in 4-H club work. The club year of 1952 in Christian county produced a bountiful harvest. There were 215 farm youth enrolled in agricultural 4-H club projects during 1952--180 boys and 35 girls.

There are interesting statistics concerning the work they have done and the products they produced the past year. The statistics might be more interesting if we fitted them together and made them represent a farm in Christian county.

Putting the work of all of the agricultural 4-H club members together, we would have a farm of 365 acres. Of this, 75 acres would be pasture for beef animals; 62 acres dairy pasture; 100 acres hog pasture. We would also have 74 acres of corn, 41 acres of soybeans, 2 acres of potatoes, 4 acres of wheat, 4 acres of garden and 1/2 acre of strawberries.

No farm is complete without livestock. This farm would have an abundance of livestock, since 4-H'ers raised 2,262 chickens, 62 dairy animals, 75 beef animals, 156 sheep, 738 hogs and 21 rabbits.

This would be a very productive farm in Christian county or in any other Illinois county. And the figures are all the more impressive considering that 215 different farm boys and girls throughout the county did this work, using good methods and learning how to support themselves.

Of this group, 15 have served as 4-H presidents the past year. Ninety more have held various other offices. This group is developing leadership. Club work also has given them recreation, as well as education, safety, health and better farming methods.

Behind all of these statistics is the fact that the club members are carrying out in a practical way their 4-H motto, "To Make the Best Better."

-30-

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Myers Evaluates Information Efforts...

In some respects Farm Adviser Warren Myers of Macon county is way ahead of most of us in using information tools in extension teaching.

He has a microphone in his office and broadcasts a daily noon-time radio program on WDZ. He enjoys good relations with his newspapers. As far as Jim Tippett is concerned (Jim is the Decatur Herald and Review's active farm reporter) Warren is the No. 1 authority on farm matters in the county. Jim beats a steady path to the adviser's office.

In addition to these information activities, Warren does a lot of extension work in the familiar Macon County Outlook, an offset-type monthly publication that runs as high as 24 pages. Warren carries a camera with him on farm visits and field tours to get pictures to include with feature stories in the Outlook.

For a couple of years the Macon county adviser has made heavy use of information methods to back up his extension program. Now he's taking a critical look at his information program to find its strong -- and its weak -- points.

A survey card sent out last week to farm families in the county asked these questions: Do you listen to the farm adviser's program on WDZ? Do you think the program is worth while? Would you like to see more farm news in your local paper? From what sources do you get your farm news? Do you read your Outlook?

By doing this evaluation study on his information efforts, Warren hopes to strike a balance in the use of various methods in his teaching program.

Editors Will Work Together...

A scoop-happy radio station -- weekly and daily newspapers at cross purposes with each other -- morning and afternoon editions of competitive dailies -- any one of these situations might cause an otherwise conscientious person to throw up his hands and write them all out of his educational program.

That would be a drastic step certainly. And it would be throwing away valuable opportunities to reach people with information they need and want.

Extension workers have a knack for getting different groups to work together. No one can argue down the objectives of extension. No one can offer a better way to purposeful living. Everyone profits from the product extension sells--education.

Newspaper and radio editors are just as susceptible to the idea of working together for a cause as are the many other individuals and groups you work with constantly.

Why not invite your editors in for a dinner meeting some evening with your extension committee? Explain your program for the next year. Point up the value of the program to the county as a whole.

Enlist the editors' support -- and let them settle among themselves the knotty problems of release dates, deadlines, exclusive stories, etc. Chances are they'll come up with a blueprint that will take you out of the crossfire and will train all of their guns on the big target.

11/6/52



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New Radio Program Is Born...

"Report to the Farmer" is a new, weekly, cooperative farm program which will go on the air over WIRL, Peoria. Six or more farm advisers in the Peoria area will take turns in providing the feature topic each week. Farm families and others will be able to listen to the program each Wednesday evening at 7:30. Farm news, weather reports and music will supplement the main topic.

When a leading radio station offers to make such valuable time available for serving agriculture with top information sources -- well, that's good news. The station only had to mention the opportunity once, and the advisers jumped at the chance.

Advisers whose voices were heard on the first program in the series on November 12 were Jack Diamond, Peoria county; Hugh Brock, Woodford; Earl Terwilliger, Mason; Leo Sharp, Fulton; Glen Garvin, Stark; and Clarence Bales, Tazewell. Andy Harris, Marshall-Putnam, and A. R. Kemp, Knox, who couldn't be present for the recording, are expected to join the team in future program assignments.

Most of these farm advisers are conscious of the value of radio in their extension work and have their own farm radio programs over local stations. WIRL's 5,000-watt power offers another chance to reach both farm and city people in their counties without spending a lot of effort, since they average one program every other month. WIRL is also cooperating with publicity releases to be sure all farm families in the area know about the new program.

People Hear About 4-H...

November offers the best time of the year to tell all the people in your county about 4-H Club work. And, from the looks of the reports that are starting to come in, you people are always ready and able to take advantage of the big opportunity. First in importance, of course, is your county Achievement Day program, where you have a chance to recognize publicly and reward your county 4-H Clubbers for their hard work and accomplishments in the past year. Along with Achievement Day comes the state 4-H honor roll and the extra reward some of your top 4-H'ers get by being named state winners and delegates to National 4-H Club Congress. Then, there'll be a sectional and national winner or two to be recognized among the outstanding 4-H Club members in the entire country. And, don't overlook the opportunity you have to pat the local leaders on the back and give four of them a trip to Springfield for Leaders' Recognition Day November 25.

In DeKalb Chronicle...

DeKalb county farm adviser Cliff Heaton gives assistant home adviser Margie Groves and assistant farm adviser Ralph Stock a bouquet for their efforts in getting a good follow-up of the DeKalb Achievement Day in the Daily Chronicle. The Chronicle had a photographer at the meeting and six pictures turned up along with the story of the big affair. On the front page, and heading up the report, was a three-column picture of the county outstanding group.

11/13/52

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture

Lots of 4-H Pictures...

Two more special pages of 4-H pictures and stories have come in covering recent 4-H county Achievement Day programs. These latest two are from the Jerseyville Democrat News and the Woodford County Journal at Eureka. Both of these papers went all out with plenty of pictures of the county 4-H achievement winners.

The special page in the Woodford County Journal was worked up by assistant farm adviser Mike Sager in cooperation with editor Bob Westphal and his assistant Phil Gaddis. Pictures of nine of the county's outstanding 4-H Club members were included on the page, along with another on the farm shot of Mike with the leader of the "Club of the Year."

As Mike says, the Journal was happy to cooperate in getting out this highlight of the year in county 4-H Club activities, and the extension office was glad to get the publicity. So far as Mike knows it is the first time such an issue was ever put out in Woodford county.

The Jerseyville Democrat News carried a nice advance story on the front page about the coming county 4-H Achievement Day program, as well as a page with five 3-column and one 2-column pictures, plus two front-page stories as follow-up announcing the county winners.

Youth assistant Chuck Federman tells us that the pictures were snapped by "Flashbulb" Frakes. The county extension staff is proud of this type of promotion and feels it helps the county program very much.

11/20/52

State Winner Mats Ready...

Which reminds us that mats of the state winners in the national 4-H awards programs have been prepared and are being sent to all of the weekly and daily newspapers in the state. We will have a few extras of these mats. But we suggest that, if you have a state winner in your county and would like to run one of the mats with his or her picture and story in your county publication, you contact one of the papers in your county and ask them to loan you their cut or make one especially for your use. You will be interested in seeing these mats and maybe giving the editor another nudge toward using them in his paper. They make excellent fillers and help us tell the 4-H story.

Whitman Visualizes...

Extension farm records specialist George Whitman has come up with a new set of colored slides designed for your use in community or county meetings on "Keeping Better Farm Records." The 29 slides in the set can work for anywhere from a 30- to 50-minute program. They are self-explanatory and do not need a script to go along with them for explanation. From these slides, your farm families can get a lot of good instruction in keeping the right kind and better farm records.

This set of slides is just the latest addition to George's well-rounded series of visual aids for his extension education program. He also uses window posters, colored folders, blotters, mats and news stories and work sheets to help spread the better records gospel.



Extension Editorial Office University of Illinois College of Agriculture

"This Is Jerry..."

Every now and then we hear from Jerry East. Some of you may know Jerry. He's the county agent at New Albany, Indiana, just across the river from Louisville.

Jerry would be the last to admit it--but there aren't many calender pages left between now and his retirement. He has traveled many miles and chalked up many meetings in his extension job in southern Indiana.

Jerry is probably more of an enthusiast in the use of information methods than most trained communicators. For 15 years now he has been doing the extension programs on WGRC. He goes to the studio every morning at 5:30 to get ready for a 6:00 a.m. broadcast. And before he leaves, he records a program to be played at noon.

Jerry sets a pace that would be rugged for an extension worker 40 years his junior. Nobody asks him to do it. But he keeps it up because he feels he's getting extension work done.

Jerry's added television to his list of teaching tools now. He started a year ago with a weekly show and has been going steadily ever since. He finds TV (1) interesting; (2) worth the effort; (3) more difficult to prepare, but easier to present than radio.

They say you can't teach an old dog new tricks. But Jerry East is using plenty of new tricks to teach folks--young and old--how to farm better and how to live better. Perhaps that's why Jerry's regarded by his people as the No. 1 authority on farm matters in the county.

11-26-52

Radio Handbook Enclosed...

In the packet this week you will find a copy of USDA's new handbook No. 42, "Making Radio Work for You."

This booklet, designed primarily for extension workers, has a great deal of practical information on the use of radio as an extension teaching tool.

You will find in it tips on program building, sources and selection of material, microphone techniques, promotion, selection of tape recording equipment and working with station people.

"Making Radio Work for You" can help you do just that.

Calhoun Sets Goals...

Just noticed in "From Your Farm Adviser's Desk" by S. Sims that Calhoun county is embarking on an ambitious soils program in 1953.

Plan calls for monthly meetings in five communities from December through March. In addition, he says, there will be an agronomy field day in June showing variety and fertilizer demonstrations and a pasture tour sometime in the summer.

These local meetings will give Sims plenty of ammunition for "From Your Farm Adviser's Desk" for those months, and ideas for it throughout the year. The column, on the other hand, will help him stretch the meetings both ways. And his column will be on hand at the critical times when he cannot be, namely, when farmers actually make their soils decisions.

In five years he hopes to raise the corn yields to 70 bushels, soybeans and wheat to 35, oats to 60 and hay to four tons.



Extension Editorial Office University of Illinois College of Agriculture

Newspapers Are Veteran Educators...

There has been considerable discussion lately, not only in Illinois but in other states as well, about using "modern" methods in extension teaching. Mass communications have gained much prominence among extension folks as legitimate teaching tools.

It is interesting to note, however, that the idea of using newspapers to educate rural people is older than extension--and older even than the Morrill Act which established the land-grant college system.

Right here in Illinois, for example, newspapers were at the job of bringing knowledge to farmers within a few years after settlers first broke prairie sod.

A few weeks ago the Champaign-Urbana News-Gazette printed a centennial progress edition in celebration of the paper's 100th year. Exact reproductions were included of front pages of some of the early editions.

The slogan of the Gazette as it appeared in the April 4, 1860, edition and all other editions of that time was: "An Independent Paper -- Devoted to Agricultural Improvement and Education, Politics, Temperance, Literature, Social Reform, News and the Interests of Central Illinois."

Front-page news in that issue included stories on marketing corn and how to get higher yields of oats; how to doctor a horse's injured hoof; suggestions for improving farm labor efficiency; and reports of experiments on the effect of artificial light on vegetation and the grafting of French grape varieties to wild vines.

One of extension's big jobs today is to help newspaper editors recapture the interest their grandfathers had in agriculture. There aren't as many people on farms today as there were then. But the importance of agriculture has not diminished. In fact, the individual farmer of 1952 has greater national and world responsibility than the individual farmer of 1860 had.

It is to the mutual interest of the extension worker and the newspaper editor to keep him well informed.

Radio at 4-H Leaders' Day...

It was pretty evident at the recent 4-H Leaders' Recognition Day in Springfield that county extension folks are coming into their own in using radio in their work.

A few years ago, a good share of the interviews made at this annual event were conducted by members of the extension editorial office or the state 4-H staff. These interviews were all right, but they didn't always bring out the real story on 4-H leadership that was there to be told.

Only you folks who know the leaders and know what they've done in their local communities can bring out that story effectively. This certainly is a healthy trend. And it's making the most effective use of radio in your teaching program.

According to our records, the following counties made recordings for use on local stations: Fulton for WBYS; Morgan-Scott for WLDS; Warren for WGIL; Kendall for WMRO; Montgomery for WSMI; Edgar for WPRS; Cumberland for WLBH; Henry for WKEI; Kankakee for WKAN; Fayette for WCRA; Rock Island for KSTT; Franklin for WFRX; Pike for WTAD; and DeKalb for WLBK. Additional recordings were made for WILL and Springfield stations.



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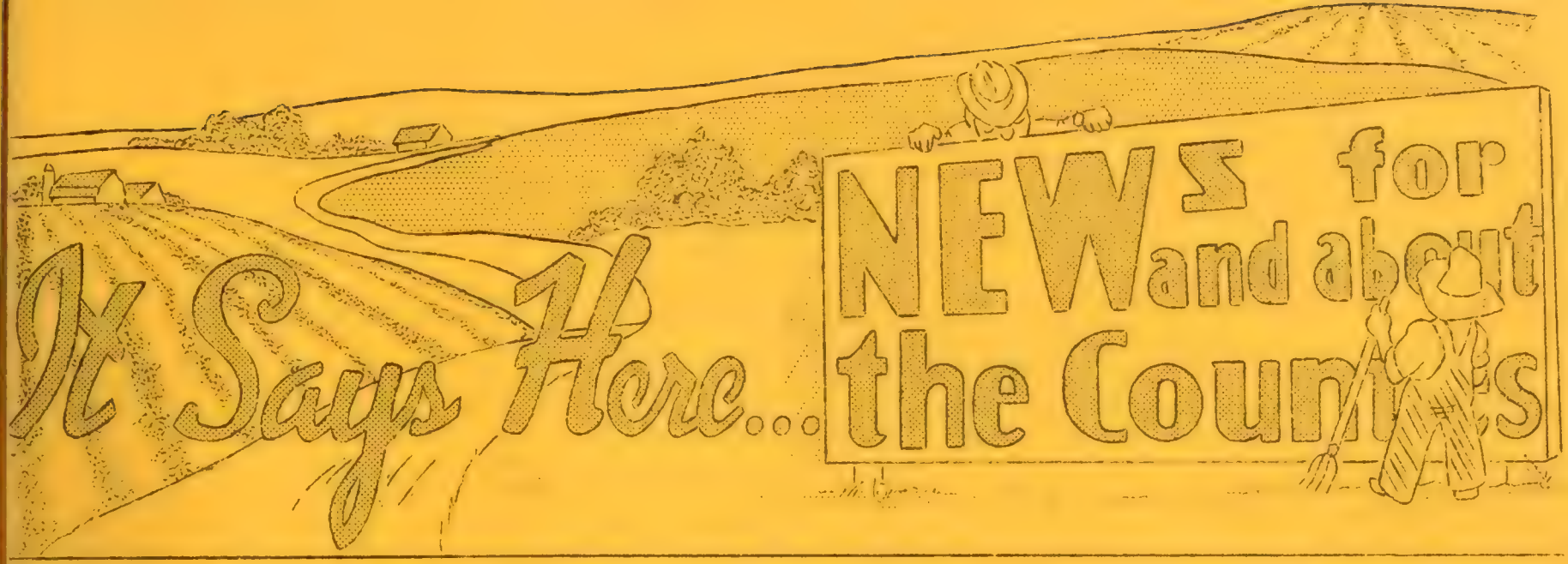
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Fike Writes so People Will Know What He's Talking About...

In writing personal columns, some of us have trouble getting right to the point. Column space is limited--therefore valuable. So we shouldn't engage readers in a guessing game as to the subject of the column or any individual paragraph.

In a recent personal column, Henry county farm adviser Darl Fike tackled the most important problem in his county extension program--soil improvement. There was little doubt about what Darl was talking about as he wrote:

"Farmers have used more fertilizers in 1952 than in any previous year. But when the 1952 harvest is completed, we will have taken more nitrogen and minerals from Henry county soils than we have returned."

And he jarred complacent readers with this challenge:

"The huge need of our soils will still be greater on next New Year's Day than they were last year. We think we are traveling fast in soil improvement. But we are not even holding our own."

Darl edited out all loafing words. He left in only working words that would carry a message to farm readers:

"How can we lick the problem of building up our soils? We must do it if we are to get high yields and high earnings from our farms! Can we build up the soil and still get high earnings while we do it? We think we can by applying all the knowledge research has given us."

He built up reader interest by using word pictures that pointed up the problem in terms people are familiar with:

"Each farm is a separate problem. Even each field may be. Making general recommendations is therefore somewhat like having the doctor give the same pills for all ills."

He then served up the meat of his message, outlining a build-up program that gives a high level of balanced fertility and at the same time returns earnings high enough to pay for the soil improvements.

Darl uses his column to tackle the big problems in his extension program. The reader then has authoritative information at his fingertips when he makes decisions. And by sharp, clear writing, Darl makes sure his readers know what he's talking about.

Timely Paragraphs Error...

There's an error in the January Timely Paragraphs that may cause you some trouble if you don't catch it. In the horticulture section, the African violet circular is incorrectly numbered 685. It should be 695.

Soybean Mat Enclosed...

Enclosed in this week's packet is a mat and suggested accompanying story with soybean variety recommendations for different areas of the state. If you'd like more illustrated stories of this type, please let us know.

12-18-52

It Says Here... NEWS for and about the Counties

Extension Editorial Office University of Illinois College of Agriculture



Merry Christmas

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